INDIATRY

AUGUST · 1957



TO INDUSTRY



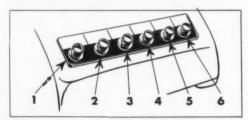
Modern businessmen really appreciate the convenience of a "Speakerphone." This remarkable telephone invention leaves both hands free while you're talking. You can easily carry on a phone conversation while you work, take notes or refer to records. It's proved ideal, too, for conferences when several people want to talk or listen on the same call.



How the "hands-free" feature works:

Just press a button (A) and your voice is picked up by a microphone (B). The voice of the person you're speaking with comes through a small desk-top loudspeaker (C). (When you want privacy, the phone can be used in the conventional way.)

But that's not all! This newest "Speakerphone" has all the features of a complete Automatic Telephone System. Through an arrangement of Push Buttons, your telephone becomes a "personal switchboard." You can dial directly any phone in your organization. Make or receive outside calls at any time. Hold calls. Transfer calls. Have 3-way discussions.



How the "push button" feature works:

- (1) HOLDING. This button holds any outside call. You can then make a second call over another line.
  (3), (4), (5) OUTSIDE CONNECTIONS.
- (2), (3), (4), (5) OUTSIDE CONNECTIONS.
  These connect your phone with outside lines to make or receive calls.
  (6) LOCAL. This connects you with any other
- inside phone.

We'll be glad to give you all the facts about this economical telephone service for today's business. Just call our business office.

THE SOUTHERN NEW ENGLAND TELEPHONE COMPANY

# CONNECTICUT

A U G U S T · 1 9 5 7

VOLUME 35 NUMBER 8

### In This Issue

	Page
Editorial	5
<b>Custom Tailors to Industry</b>	6
A Hobby Going Places	8
Cleanliness Plus at Fafnir	10
The Silent Sell	12
Write as You Talk	13
News Forum	15
How Would You Decide?	27
Public Relations	31
Transportation	33
Accounting Hints	37
Business Tips	39
Spotlight on the Future	41
Business Pattern	43
It's Made In Connecticut	44
Advertising Index	56

Published monthly by the Manufacturers Association of Connecticut, Inc., with executive offices at 928 Farmington Avenue, West Hartford, Connecticut. Entered as second-class matter January 29, 1929, at the post office at Hartford, Connecticut, under the Act of March 3, 1879. As the official magazine of the Manufacturers Association of Connecticut, Inc., it carries authoritative articles and notices concerning the Association activities. In all other respects the Association is not responsible for the contents nor for the opinion of its writers. Subscription rates: one year \$3.00; 30¢ a copy. Subscribers should notify publisher promptly of changes in address. Advertising rates on application.



This Month's photo by Meyers Studio shows a field inspector of the Hartford Steam Boiler Inspection and Insurance Company in the course of his examination of one of the larger boiler units at the Hartford Electric Light Company's South Meadows Power Station in Hartford. The inspector is attired in a special acid resistant coverall suit made by M. Setlow & Son, Inc., of New Haven.

#### L. M. BINGHAM, Editor

#### OFFICERS

HARRISON FULLER	President
HARVEY SPAUNBURG Vice	President
PHILIP B. WATSON Vice	President
JOHN COOLIDGE	Treasurer
N. W. FORD Executive Vice	President
L. M. BINGHAM	Secretary

### DIRECTORS

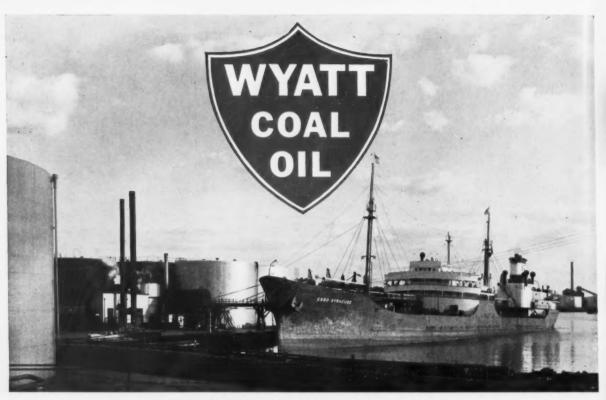
HENRY S. WOODBRIDGE Putnam
SHERMAN R. KNAPP Berlin
GEORGE R. HOLMES New Haven
JOHN A. COR Waterbury
LOUIS R. RIPLEY Litchfield
A. W. CAVEDON Talcottville
JOHN E. HOLT Danielson
M. H. PHILLIPS Jewett City
FREEMAN W. FRAIM Essex
H. M. DAY Stamford
E. B. SHAW Willimantic
RALPH S. HOWE New Britain
HARRY E. NORTON Winsted
S. W. FARNSWORTH Torrington
GEORGE L. TODD Bridgeport
CARLYLE F. BARNES Bristol
A. S. REDWAY New Haven
J. L. SCHWEYER South Coventry
A. H. PAYSON Norwich
LEO J. PANTAS Stamford
B. G. TREMAINE, JR Meriden
WELLS C. BATES Chester

### ADMINISTRATIVE STAFF

N. W. Ford .... Executive Vice President
L. M. BINGHAM . Sec. and Dir. of Development
FREDRICK H. WATERHOUSE .... Counsel
CHARLES H. SCHREYER .... Attorney
ABTHUR L. WOODS ... Insurance Manager
JOHN D. HUBBARD ... Field Representative
JOHN B. HEDGES ... Traffic and Export Mgr.
A. CARL MESSINGER .. Public Relations Dir.

### DEPARTMENTAL STAFF

RUTH C. JOHNSON
KATHERINE M. EDGERTON
MILDRED H. FORSELL
FLORENCE E. KRUK
MARCARET M. MOORE
FRANCES W. WILKINSON
MARION E. ROBINSON
BETTY S. HALL
DOLORES P. MCADAM
BETTY SHEA
MARILYN J. DUERR
VINCENT D. CASTAGNO



A RECENT ESSO TANKER ARRIVAL AT WYATT'S NEW HAVEN TERMINAL

The "Esso Syracuse" is 547 feet long, has a 70 foot beam and draws 30 feet of water. It took 5 days for the 1820 mile trip from Aruba, N.W.I. to New Haven and its average speed was approximately 15 knots. This tanker discharged 5,000,000 gallons of Bunker "C" on this trip.

BUNKER "C" FUEL OIL

LIGHT FUEL OILS • DIESEL OIL

BITUMINOUS COAL

BY

STEAMER, BARGE, TRUCK OR RAIL



# WYATT, INC.



NEW HAVEN, CONN. PHONE STATE 7-2175

• TERMINALS •
EAST & WATER STREETS • NEW HAVEN
BENTON STREET • HAMDEN

• MAIN OFFICES •

BUILDING on the post

BUILDING in the PRESENT

BUILDING FOR THE FUTURE

It's Our 125th Birthday Present, opening up a progressive future based on a sound past. Our new building in Bloomfield, housing our larger lithographic equipment and our new tabulating card press, is designed to provide the conditions which will present Connecticut's industry with the finest in printing quality, economy and service.

THE PERSON NAMED IN COLUMN TWO

Connecticut Printers, Incorporated

85 TRUMBULL STREET, HARTFORD, CONN.
111 GRANBY STREET, BLOOMFIELD, CONN.

JAckson 2-2101



# ALL OVER THE MAP!

For thirty years, T.A.D. Jones delivery-trucks have been rolling over1the highways of annecticut and Massa nusetts, bringing a prompt and depend ble fuel-service to the tanks and bunkers of southern new England's incustry. While not so conspicuously marked as to source, the volume of our barge- and rail-uliveries ally important this

Ch

m

After nearly a generation of such usefulness, T.A.D. JONES & COMPANY is naturally equipped to mointain and enhance its name for serviceability. Today our bulk storage of Bunker "C" Fuel Oil, Bituminous and Anthracite is among the most extensive in New England, like our facilities for delivery. ... And they are all as handy to you as your telephone!

T. A. D. JONES & CO. INC.

### **Something for Everybody**

♦ ADMITTEDLY, "something for everybody" is a fitting title to the voluminous findings of the Hoover Committee researchers into the far-flung operations of our federal government, a striking three word description of a bound volume of political speeches most any election year, and a welcome announcement by Santa Claus at a children's Christmas party. We speak of none of these, but rather of an important event in September.

That "something for everybody" aptly describes the program of the Association's 142nd Annual Meeting to be held at Yale University, Tuesday, September 10, from 2:00 P.M. until 9:30 P.M. It is the end result of careful planning for many months by the Association's officers, board of directors and staff. It offers a rewarding experience to all levels of management who will attend both the afternoon and evening sessions.

As we watch with no little concern the lag in 1957 productivity, even with vastly improved equipment and higher wage scales, the building of better morale among employees in plants both large and small becomes an allimportant endeavor for management who are determined to stay on the profit side of the ledger. To assist our members in this area we are presenting a three man panel on the topic of "Employee Morale" as the first feature of the afternoon program. Herbert Hosking, Management Consultant of New York, will describe the principal methods of evaluating employee morale. Dr. Herbert H. Meyer, Consultant in Personnel Research for General Electric Company, New York, will talk on the topic of "Building Morale in a Large Corporation," while Donald A. Bender, secretary of the Carwin Company, North Haven, will give his views on "Building Morale in a Small Company."

Although equipped with well laid plans, many companies have been unable to carry them out because of death or the poor health of one or more executives charged with the responsibilities of executing them. For many years large corporations, particularly, and many small companies have sought through vigorous recruiting and training programs to build management "in depth" as profit security insurance. A more recent development resulting from costly illness of executives and those functioning "under par" healthwise, has resulted in the inauguration by many companies of periodic physical examinations, more frequent vacations and other tension relieving devices. To assist member companies in helping to protect their most precious human assetstheir executives—a second panel of noted physicians will discuss various phases of preserving executive health under the title of "Are Executives Living Too Dangerously?" Panel members will include William P. Shepard, M.D., Second Vice President, Health and Welfare Division, Metropolitan Life Insurance Company, New York; Harry J. Johnson, M.D., Director Life Extension Examiners, New York; and Franklin S. DuBois, M.D. Associate Medical Director, Silver Hill Foundation, New Canaan, Conn. A fourth member may be added to the panel if he returns from Europe before September 10 as planned.

If guests at the afternoon session haven't picked up a useful morsel of information from the two panel discussions to be held in sequence, rather than simultaneously, in the Assembly Hall in the Sterling Law Building, they are assured of finding that "something" of value from listening to a talk on "Let's Look at Tomorrow" by Louis P. Shannon, Manager of the DuPont Company's Extension Division. Mr. Shannon, a former educator and school administrator who engaged in personnel training and industrial engineering work in many plants prior to joining DuPont in 1942, has addressed more than 1,000 groups of all types during the past eight years. He will identify and analyze vital factors operating in today's economy and will project them and their probable effects into future eras. The impact of scientific research will be discussed and both the role of the individual and the corporation in tomorrow's society will be evaluated.

That "something for everybody" will be further enriched at the evening session by the brief remarks of President Fuller and the featured address by Honorable Walter E. Judd, M.D., Congressman from Minnesota, whose address at the evening session of the 1951 Annual Meeting was so enthusiastically received. As a ranking member of the House Foreign Affairs Committee, whose knowledge of background history and current developments throughout the world is unexcelled, he is admirably equipped to discuss the topic of "The Impact of World Events on American Industry." Governor Ribicoff is also expected to address the evening session, unless some unexpected emergency requires his presence elsewhere.

In arranging the staging of two panel discussions and for one outstanding speaker to discuss topics of vital importance at the afternoon session and for one of America's best orators to point up the interrelationship of world events with our own economy, your officers, directors and staff feel that this year's program offers a mental treat, properly described as "something for everybody."

If your enthusiasm for this year's program is equal to ours, then a banner attendance is assured. It is our hope that you will mail your reservation cards early and not later than Tuesday, September 3.

### Custom

### **Tailors**

# To Industry



Weshas they Nov pop cele

ind

Th

Ru

eas



Moses Setlow, above, patriarch and founder of the firm of M. Setlow & Son, started this nationally-famous business enterprise on a farm not far from New London. This photo, taken in 1899 after the business moved to New Haven, shows Joseph H. Setlow, at left, president of the company.



The hooded coverall of M. Setlow & Son is a nice example of teamwork between an insurance company and a manufacturer. The Hartford Steam Boiler Inspection and Insurance Company needed a garment to protect the men who climb into boilers to find out their condition. Setlow designed a garment to meet the need. It has since found use in hundreds of other companies.

NEW HAVEN, Connecticut, long famous as one of the last strongholds of the custom tailor to the men of America, has another distinction. It is the headquarters of M. Setlow & Son, Inc., a family business which for 60 years has been manufacturing work clothes for the men and women who work in business and industry.

### Flexibility—A Company Watchword

The Setlow firm is not the largest work clothes maker in the nation, nor the oldest. But its modest size has enabled the vigorous concern to be extraordinarily flexible in adapting its product to a changing market and to gain a reputation as the place where the unusual order for clothing in industry can be filled when no other comparable manufacturer is able or willing to take on an assignment.

As a result, the Setlow name has

many firsts to its credit. There was the time when the Hartford Steam Boiler Inspection and Insurance Company needed special hooded coveralls so that its representatives could keep clean and safe while climbing in and out of large industrial boilers. This experiment was so successful that other organizations, including the armed services and government agencies, turned to the Setlows for similar gar-ments. The growth of the automobile stimulated a need for uniforms for gasoline station attendants-Setlow was on the scene with both the uniforms and the embroidered emblems. As industry expanded nationally, many companies adopted distinctive work clothing and insignia and this trend is on the increase. Chemical firms often require protective clothing which is acid resistant. Setlow has met this need by pioneering in the introduction of Union Carbide's Dynel fabrics. Under the trade names "Chem-Wear" and "Chem-Weave," Setlow has made these materials available and they are winning wide acceptance. Now atomic energy installations are popping up over the U.S. at an accelerated pace and Setlow is ready to meet their needs.

As "custom tailors" to business and industry, the Setlow firm is noted for its variety and quality. The most recent catalogue of the Elm City concern contains illustrations of clothing for clerks, truck drivers, men and women who handle explosives, toolmakers, machinists, auto mechanics, men in the building trades—all this in addition to general work clothing. The armed forces have their own special work clothes requirements in war and peace.

### **Rural Beginnings**

Strangely enough, the beginnings of this company were in rural southeastern Connecticut not far from New London.

Moses Setlow arrived in this country in 1891 with his family of 12. Even at that time the family was "clothing conscious" and when they debarked at New York were wearing high hats, double-breasted coats lined with cotton and the men had narrow pants. They had been told in Europe that Americans customarily wore high silk hats and, determined to hold their own, they dressed in this fashion.

As the story is told by the present senior member of the organization, Joseph Setlow, his father got a job in the needle industry on the strength of his claim that he had learned how to handle a needle while sewing bags as a farmer. Soon the elder Setlow was promoted from packer to foreman and then opened his own shop at Cherry Street on New York's East Side.

But his interest in the rural life never wavered and so the Setlow family purchased a farm and moved to Montville, a suburb of New London. While building up the land, the Setlows looked about for methods of supplementing the family income and took on sub-contracting work for a shirt maker in nearby Oakdale.

"This meant," Joseph Setlow said in an interview, "that we made shirts

"This meant," Joseph Setlow said in an interview, "that we made shirts in the morning and cleared rocks from the New England landscape in the afternoon. Even in those days we operated with a 'set' which means that we established a kind of division of labor for less skilled members of the family."

### Overalls and Farming

The first venture into the work clothes industry took place in an informal way in 1896 when the Setlow family purchased denim from a cotton mill in Uncasville—four miles from the farm—and made the material into overalls. At the same time, by wise management, the farm was built up, buildings were improved, an orchard cultivated and the emigrants to America prospered. About this time a family from Brooklyn came to visit. They inspected the farm, offered a good price for it and the Setlows decided to sell out and try their fortune elsewhere.

### Start In New Haven

Joseph came to New Haven as an



Another pioneering step by Sotlow is demonstrated here. The shirt at the left is made of cotton. The one at the right is manufactured from "Chem-Weave," a Setlow product made of the famous Dynel fabric originated by Union Carbide Chemicals Company. Both garments were plunged for two minutes in a solution containing 60 percent sulphuric acid. The unique acid-resistant material sheds common industrial chemical reagents under extremes of concentration and temperature.



Herbert D. Setlow, who with his father Joseph are the principal officers of M. Setlow & Son, is shown supervising an intricate sewing operation which calls for skill and training in the New Haven plant of the work clothes manufacturing firm.

"advance man" for the Setlows and for a time ventured into the newspaper circulation business through purchase of a paper route. This proved to be ill fated and so the family rented an apartment and started in the work clothes business in a spare room in New Haven.

The method of operation was simple and direct. Joseph was chief of manufacturing and sales. This meant that he installed sewing machines, obtained materials from jobbing houses in New York and traveled the state to find customers. He noticed that stores which carried work clothes for factory employees wanted reliable sources of supply conveniently located. The chief 'salesman" traveled by trolley car as much as possible and this was the principal conveyance for deliveries also in the early days, particularly the run on the Bridgeport trolley express from New Haven.

Growth was slow but steady from then on, a characteristic of the history of this firm. By 1910 the Setlows had moved to State Street and installed

(Continued on page 24)



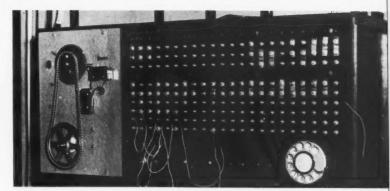
Modern equipment accentuates the effort for improved film-making techniques.

The plant and sound stage of Cine-Video Productions, Inc. in Milford.



# A HOBBY GOING PLACES

Cine-Video Productions, Inc. grew from a hobby to a serious business of producing fine motion pictures for industry, education and training.



Cine-Video invention of electronic device for the making of optical effects on film automatically.

■ BACK in 1922, a young engineering student in an American College in Constantinople, then the capital of Turkey, earned his educational scholarship by working after school hours as a motion picture projectionist at the campus theatre. A short time later, this young man came to the United States to complete his studies. Eventually he became an engineering consultant, practicing before the Federal Communications Commission. He also designed and supervised the construction of many of the nation's radio broadcasting stations. Among the many presently operating radio stations in New England and two of the Connecticut television stations-one of them the pioneer television station in New England, WNHC-TV, are the works of Garo W. Ray, communications consultant, the same college student motion picture projectionist, who through the years of a successful engineering career, kept a hobby of motion picture productions going, with an ever increasing interest.

It was not exactly a change in careers therefore, when a decision was made to slow down in the engineering program and devote more time to the making of motion pictures. This was in 1950, the year Cine-Video Productions, Inc. of Milford, Connecticut, was organized, with Garo W. Ray as its president and executive producer.

A short period of exploration to define the category in which films would be produced by Cine-Video established the need for a new source of industrial motion pictures which would become more and more important as tools in industrial engineering, training and general education.

With a compact staff of film technicians, Cine-Video Productions started work in earnest to become that new source for industrial film productions. Without much fanfare or a sales campaign, the staff devoted all its time to the service of many Connecticut industries who, through word of mouth, came to examine the facilities of Cine-Video and later established with it a routine operations relationship in the making of engineering study films and training and sales productions.

The year 1955 had seen the completion of almost a million feet of film produced for all categories originally planned. This same year the Cine-Video schedule was augmented by the undertaking of monthly film reports involving highly classified subjects for industry, in the service of national defense. Significant among these were the reports on the intercontinental ballistic missile. In 1955 Mr. David D. Reed was made vice president and director of Cine-Video in charge of motion picture productions. Mr. Reed, not a newcomer to the motion picture field, brought with him his vast experience in stage productions with a background of Yale University. This new association, brought to the company, a new talent who would be involved with the very first thoughts formulating a motion picture production and see it through to the completion, with all directing and editing details included in his assignment.

Simultaneously, an interest in dramatizing certain documentary stories on the European continent took Cine-Video personnel and equipment to Europe in 1955 where they produced the historical film "Cornerstones of Time," made on and around the Acropolis in Athens. At the present time, a film production in the interest of our American art schools is in process in Paris. It deals with the lives and works of the international artist living and working on the left bank of the Seine.

Cine-Video activities in 1956, made apparent the necessity of larger and more elaborate sound stages. With the two story Cine-Video Productions plant in Milford being used to strained capacity by the duplicating, animating, chemical processing and sound recording departments, steadily cutting into the sound stage area, it was decided to build a new building—an addition to the present plant and one which would become a very modern sound stage of such dimensions as to make possible more elaborate film productions.

David Reed's drive in the production of the unusual has made real a program of production of modernized films for religious education under the general heading of "History of the Christian Church." This series is now in its final phase for production in the new sound stage as soon as it is completed and equipped.

Equipped with the very modern and advanced film productions tools available to all serious motion picture producers, Cine-Video Productions, Inc. is geared to a busy program of film productions, continuously and with an ever increasing tempo, in the service of industry, education and training. Its latest added program is the making of pictures for religious education.

Development of new equipment and the adaptation of more electronics into the motion picture techniques is also a program of Cine-Video. Research into the newer approach in the finishing of motion picture release prints has brought out the need for a completely new device illustrated here. This unit was designed at Cine-Video and is the pilot unit now in use for the making of optical effects on film productions. During the April convention of the Society of Motion Picture and Television engineers in Washington D. C., at the request of the SMPTE, Garo Ray, president of Cine-Video, read a paper on this invention and illustrated his text by a color motion picture specifically prepared to explain the workings of the device and illustrate the optical effects it produces.



Production line of torque testers is final step for instrument ball bearings before they are sealed in vials.

# Cleanliness Plus at FAFNIR

■ THE Fafnir Bearing Company of New Britain has just completed a million dollar construction program to double its production of instrument ball bearings. This new instrument bearing assembly and inspection facility, which occupies an entire floor in the company's main plant, is believed to be the world's cleanest metalworking factory area.

Instruments used in jets, missiles, radar, and computers are wholly dependent upon small ball bearings, which are often no larger than the diameter of a lead pencil. An invisible speck of dust (.000008"—fifty times smaller than can been seen with a human eye) can cause enough friction in such a bearing to throw a missile or aircraft off course. Extreme measures must thus be taken to prevent dust or other contamination from entering these bearings during the manufacturing process.

To prevent contamination of the delicate mechanical and electrical systems by dust and dirt is one of the greatest single problems encountered by manufacturers of modern instruments for aircraft and missile flight control, radar detection, gunfire, computing and similar instruments.

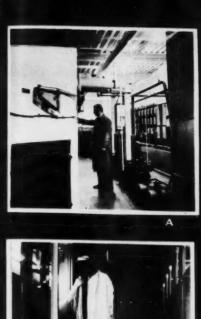
In order to solve this contamination problem while doubling its production and inspection facilities Fafnir has utilized the latest known types of equipment and precautionary measures. To complement the assembly and inspection departments the company has integrated a manufacturing department which, in itself, is also a model of modern equipment, layout and cleanliness. This combination will produce high precision bearings with a wide variety of special requirements to meet the ever-increasing demands and exact-

ing specifications of instrument builders.

Experts from instrument plants across the country have traveled to New Britain to inspect the many unusual precautions used to maintain the dust-free integrity of the Fafnir facilities. Some of these measures include: An enormous air conditioning system which changes the air every 2.8 minutes, and contains huge electronic devices which trap the smallest dust particles. Production rooms are pres-

(Continued on page 34)

Here's how Fafnir's metalworking factory area is kept dust proof. (A) Huge air conditioning system is located on the plant roof. A complete change of air is made every 2.8 minutes. The duct work is aluminum to avoid flaking of galvanized metals. (B) Temperature, humidity, and air pressure of each clean room are checked at this monitoring center. Temperature is 74 degrees, humidity 40 percent. (C) Technician enters area on serrated floor mat which scrapes gross dirt from shoes. Shoe cleaner brushes all surfaces of footwear. (D) In superclean locker room plastic bags isolate lint-free Orlon dresses and smocks from street cloths. (E) Leaving locker room, worker steps on switch mat, turning on overhead air shower. (F) In decontamination room hands must be scrubbed to remove skin flakes, food residues, cigarette ashes, etc. Filtered air blowers are used to dry hands. (G) Workers don white kid gloves before entering area. Note translucent plastic ceilings, which provide shadowless illumination. (H) Inspector is now ready to operate torque tester. All tables, racks, and outside walls are of glossy laminated plastic. Bearings are moved in stainless steel containers. (I) All electrical, air, and other utility lines are brought up through table pedestal and ducted beneath table top. (J) "Squawk boxes" are used for inter-room communications, cutting traffic to a minimum. (K) Floors are constantly cleaned by attendant using plastic hose and built-in vacuum outlets. (L) Dust counter is used to check effectiveness of air conditioner filters and traffic level.









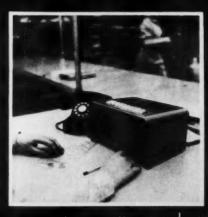
















Products, products everywhere, and hardly a salesman in sight. Dramatic packaging has taken over most of the functions of the clerk who used to stand behind a counter. The convenience of self-service shopping got its start in food stores where today as many as 15,000 items vie for customer approval.

# THE SILENT SELL

A buying decision is made by America's newest salesperson—the customer. Last year the American public sold itself \$30 billion worth of merchandise. A large share of this was bought from the self-service shelves of food, drug, hardware and variety stores—where the package is the only sales force exerted on consumers.





MOT long ago in a conference room of one of the big food companies a group of sales executives sat down to watch a movie. By ordinary standards it was about as dull a movie as was ever thrown on the screen. But for its entire 35-minute duration the executives watched in rapt attention, taking notes and commenting softly to each other as the action unfolded.

The "action" consisted of a parade of ordinary housewives—a little over a hundred in all—walking across the screen from right to left pushing shopping carts. Most of them would glance in the general direction of the camera range, take an item and put it in the cart.

As a matter of fact, you may have been one of the performers in this movie, or in one like it. It was taken by a hidden camera from behind a test shelf of a major supermarket. Its purpose was to discover and record some important facts about how average housewives reacted to the design of a certain box of cereal that was stacked on a shelf next to half a dozen of its major competitors, how their eyes traveled when they first noticed the shelf, how long they looked at the shelf, which boxes seemed to at-

tract their attention for the greatest length of time, and of course which box they finally picked out and put in the cart.

In this particular case the showing of the movie ended with its audience in a high state of elation. Their box—whose design they had been experimenting with for well over a year—was chosen by 30 per cent more of the customers than had chosen all the other brands combined. This was despite the fact that several of the trade names of their competitors were more widely advertised and better known.

These men were all experts in the relatively new and fast-developing science which, for want of a better term, might be called "the art of boxmanship."

It is an art with a single purpose: to get you to reach up and take down a given package from a store shelf.

What the practitioners of this art have learned about you covers many pages of carefully developed reports. For instance:

The average housewife is put into a kind of trance by the display on a supermarket counter.

(Continued on page 34)

## WRITE As You Talk

By PAULINE PUTNAM, Partner The Writing Clinic San Francisco, California



PAULINE PUTNAM

■ DO YOU really think about your reader when you write?

Do you really try to picture him; to put yourself in his shoes?

Do you talk to him, naturally and simply, in a language he can read and understand at a glance?

Or do you forget all about him? . . . And talk at him, in a formal pompous language he has to pore over, dig into, and work hard to fathom?

I ask because business as a whole does tend to forget the reader when it writes. Somehow whenever it puts pencil to paper it seems to suck in its breath, puff out its chest, and deliver itself of things like this:

Should the supply of forms sent you not be sufficient to meet your requirements, application should be made to the undersigned for additional copies desired.

When all it really means is this: If you need more forms, let me know.

Businessmen aren't the only ones, though. Professional men sound just as pompous when they write. Perhaps even more so.

Take the engineer who writes that The application of heat to said cable leaves its desirable properties unimpaired.

When all he really means, I suppose, is that

Heating this cable won't hurt it.
Or take the dentist, who writes

The author of this piece, (a digest of a speech given before the San Francisco Chapter of the Systems and Procedures Association), received her B.A. in English at Michigan University and her M.A. at Radcliffe. After doing a year and a half of Ph.D. work in English at the University of Chicago, she taught English for four years in high school and college and spent six years in New York editing a civil engineering magazine. In 1953, in partnership with another writer, she established her own company—The Writing Clinic—and became a writing consultant and teacher for San Francisco business firms. As a sideline she writes articles and short stories for leading magazines.

(even to the layman) about deciduous dentition.

When all he really means is baby teeth.

Or take the landscape architect, who writes (not just to his fellow-architects but to a committee of plain everyday citizens):

It is obvious from the difference of elevation with relation to the depth of the property that the contour is such as to preclude any reasonable development potential for active recreation.

When all he really means is:

This piece of land is too steep for a playground.

Now don't misunderstand me. It is not technical language as such that I'm gunning for. Every field has its technical terms, and quite properly so. You, for instance, could hardly talk or write to one another without terms like "data processing," "electronic computer," or "quarterly journal entry."

As long as you know what you mean by those terms, and as long as you use them only when you are talking or writing to one another (as long as you're careful not to sledge hammer the layman with them) I'm satisfied.

What I'm gunning for, on behalf of your reader, is the language around those technical terms. Because that is where the real trouble lies, no matter who your reader is—insider or outsider. That is the language that wins him or loses him.

So what about that language? Is it as simple and direct and readable as it could be? Or are you unconsciously flossing it up when you write, to make your subject sound more important, more impressive?

If you are flossing it up, you're losing

readers right and left. For the modern reader is a restless creature. He reads only when he has to—and then usually on the run. Unless you convey your meaning to him fast, as he races by, you may not convey it at all. Or you may only half-convey it. And then what becomes of all the efficient systems and procedures you hoped to put across!

What do I mean by "flossing it up"? Well, let me give you two examples. The first comes from a distant relative of yours, the industrial engineer:

Industrial Engineering (he writes) is the design and development of systems and methods of applying scientific knowledge to operational and environmental situations so as to effect an optimum combination of men, materials, machines and money for the purpose of reducing and controlling costs in conjunction with increasing productivity and human satisfaction.

That, I admit, is a fine big mouthful of words. But so is the abracadabra of the Indian medicine man. And I suspect it was written for much the same purpose—to impress. As a reader seeking information from it, I'm not much the wiser. I'm not even very impressed.

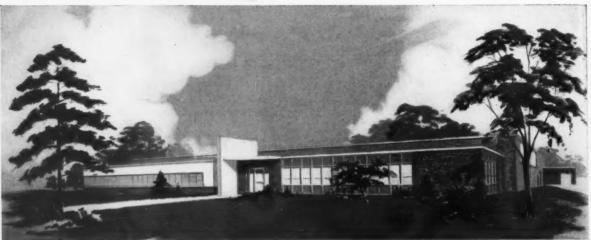
But now let's get down to specifics. Let's take a closer look at this flossy language. Maybe if we know some of its symptoms we'll be better able to spot it in our own writing, and cure it.

When a writer has forgotten his reader, and is waxing flossy, he invariably reaches for the roundabout phrase instead of the single word that would do as well.

Instead of writing simply that he needs something, he writes that he

(Continued on page 28)

### **Another Package Plan**



ERNEST F. CARLSON, INC. Architects, Engineers and Builders

New Plant for AMCO, East Windsor, Conn.

Co

Ch

of

le

th

### IF YOU ARE CONTEMPLATING A NEW PLANT

Our clients have found our Package Plan to be greatly to their advantage when contemplating a new project or the expansion of their facilities. It pin points the responsibility in one entity and greatly reduces the call upon time in perfecting details. Its scope is in the following sequence:

### SITE SELECTION

We examine contemplated sites and advise on soil conditions which affect construction costs, traffic conditions that affect trucking, and locations as to employee availability and transportation.

### INDUSTRIAL ENGINEERING

We make a thorough study of the client's manufacturing operations, and in collaboration with their engineers, prepare an Operational Flow Plan based upon maximum productivity.

### ARCHITECTURAL AND ENGINEERING DESIGN

Attractive appearance is then designed to encompass the operational requirements. The application of our practical field construction experience to our Architectural and Engineering Design results in a more economical and a more maintenance free building. More care is given to thorough and more detailed plans because they reduce high priced field labor costs. Our usage of material results in minimum fire insurance cost.

### CONSTRUCTION

With over forty years of successful experience, as testified to by the extraordinary list of repeat contract after repeat contract that we have performed for top-flight Industrial Firms in the Connecticut Valley, we have the organization to render outstanding service to you.

#### FINANCING

We are in a position to obtain mortgage financing at the lowest possible rate or lease back arrangements in fast time. We also have clients who will construct as Landlords for tenants on long-term leases.

### ERNEST F. CARLSON, Inc.

**1694 MAIN STREET** 

SPRINGFIELD, MASS.

Registered Professional Engineers - Massachusetts and Connecticut

Registered Architects - Masssachusetts

### **News Forum**

This department includes a digest of news and comment about Connecticut industry of interest to management and others desiring to follow industrial news and trends.

♦ THE ESTABLISHMENT of an Aid to Higher Education Program has been announced by the Connecticut Light and Power Company. Under the program the utility will match a contribution, up to \$500, made by an employee to any privately-financed college or university located in the United States or a possession.

Sherman R. Knapp, president of CL&P, announced the program with the statement that American industry has been growing increasingly aware of its responsibility in helping colleges and universities with financial problems. "Many of our future employees will be graduates of these scientific and liberal arts colleges," Mr. Knapp stated. "More important, however, is the fact that these privately-endowed schools constitute a means of assuring continued freedom of education and with it free enterprise and our American way of life."

In addition to duplicating employee contributions to colleges and universities, the CL&P aid program also makes eligible alumni funds, foundations or associations connected directly with the institution of the employee's choice. Further, CL&P will match any employee donations to tax-supported colleges or universities if the donations

are to be used solely for scholarship funds or other financial aids to students.

♦ A MAJOR reorganization of the engineering department at Hamilton Standard, division of United Aircraft Corporation, has been announced by William E. Diefenderfer, engineering manager.

The move creates a technical staff designed to serve all sections of the division's expanding engineering effort. This technical staff becomes a part of the consolidated engineering function reporting to the chief engineer, Thomas B. Rhines. Donald G. Richards has been appointed to the newly-created post of chief of technical staff. In this capacity he will be responsible for mechanical metallurgy and vibration, and analytical engineering for all products.

Preliminary design activities for all products at the Windsor Locks plant also are brought under a single head, who reports to Mr. Diefenderfer. Walter C. Shaw has been named chief of preliminary design. He will be responsible for preliminary design activities involving the division's starters, engine controls, propellers, air conditioning and new products engineered

♦ BOSTITCH, INC. of Pawcatuck has introduced a portable, hand-operated stapler which staples the tops of filled corrugated cartons entirely from the outside with wide-crown staples. According to the company, one easy twist of its "quick adjust knob" accurately regulates both depth of staple penetration and tightness of the clinch.

The "one-twist" adjustment on the new Bostitch D14 stapler makes it fast and easy for the operator to use the correct clinch for every job. It is said to insure strong, neat closures on thick or thin board, depending on the setting, without damaging the contents of the box.

Construction of the D14 stapler features a cast aluminum body for light weight. Penetrating-type clinchers are interchangeable, left and right, thereby reducing spare parts requirements.

♦ THE BOARD of directors of Robertshaw-Fulton Controls Company has announced the election of Thomas T. Arden as president and of John A. Robertshaw, former president, as chairman of the board.

In announcing the board's action, Mr. Robertshaw stated that the executive changes are part of an over-all expansion program started ten years ago.

Mr. Arden, executive vice president of the firm since 1947, was in charge of the company's Western operations, including two manufacturing divisions and a research center, now nearing completion.

Mr. Robertshaw was president of the company since 1947. Prior to that time he was president of Robertshaw Thermostat Company, Grayson Heat Controls Ltd., and American Thermometer Company.

Robertshaw-Fulton has manufactur-

ANDERSON-NICHOLS

Company

Street, BOSTON 14, MASSACHUSETTS

at Windsor Locks.



### MANAGEMENT ENGINEERS

A Coordinated Technical Service

ERNEST W. NEWMAN
J. DOANE ANDERSON, JR.

68 High Street, Milford, Connecticut
Telephone TRinity 4-7404



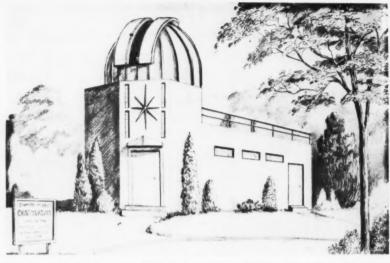
### KELLER SPECIALISTS

PLASTIC MOLDS FORGING DIES FORMING DIES COMPONENT PARTS

Connecticut's only plant devoted exclusively to Kellering offers Tracer Controlled Milling, quality controlled from start to finish by men who have built, serviced, and operated Keller machines for many years.

Two and three dimensional milling.
Five Kellers operating 20 hours a day.
Capacities up to 5 feet.
Jig boring facilities available.

CONNECTICUT KELLERING, inc. 15 MAIN ST., NEWINGTON, CONN. Phone: JACKSON 5-6694



Artist's conception of the Stamford Area Astronomical Observatory. To be located on the grounds of The Stamford Museum and Nature Center, it will be the largest public observatory in Connecticut. It will be built with funds and material donated by residents and industry.

ing divisions in Connecticut (the Bridgeport Thermostat Division, in Bridgeport), California, Missouri, Ohio, Pennsylvania and Tennessee, and research centers at Irwin, Pa., and Los Angeles. Subsidiary operations are located in Toronto and Burwood, Australia.

♦ PILLOW BLOCKS have become new products of New Departure Division of General Motors Corporation, according to an announcement made recently by Paul W. Rhame, general manager of the GM Division which also produces ball bearings, bicycle products, automatic transmission parts, steel balls and other types of balls.

Equipped with New Departure's Sentri-Seal and lubricated-for-life ball bearings, the pillow blocks are being made available in a wide range of bore sizes, from ½ inch through 2-15/16 inches. Mounting pads are furnished with each pillow block for interchangeability and can be used where increased base-to-center height is desired.

♦ TWO INTRICATE optical devices, each hardly larger than a pack of cigarettes and weighing less than four ounces apiece, will serve as weather-eyes aboard one of the earth satellites to be launched during the International Geophysical Year, Designed to measure the radiation reflected by the earth's cloud layer as the satellite spins in its orbit, the new devices were developed by the Perkin-Elmer Corporation, scientific instrument manufacturer, for an experiment planned by the U. S. Army Engineering Laboratories, at Fort Monmouth, New Jersey.

If successful, the new "weather-eyes" will help meteorologists gather information on cloud makeup and patterns for study and weather prognostication. Presently, long-range weather forecasts are based on information covering only about 5% of the earth's surface. The patterns, thickness, type and moisture

# Announcing the 142nd

# ANNUAL MEETING

OF

THE MANUFACTURERS ASSOCIATION OF CONNECTICUT, INC.

to be held at

Yale University, New Haven Tuesday, September 10, 1957

### AFTERNOON SESSION

STERLING LAW BUILDING

Panels: Employee Morale ..... Executive Health

Address: "Let's Look at Tomorrow" Louis P. Shannon, Manager Extension Division, DuPont Company, Wilmington, Delaware.

### **EVENING SESSION**

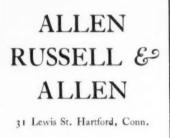
YALE DINING HALL ...... 6:15 P.M

Guest Speaker: Dr. Walter E. Judd, Congressman from Minnesota.

Complete details of the meeting will be outlined in the program and in bulletins to be mailed soon. Please make your reservations early!







Insurance

Over 50 Years of Service to Connecticut Manufacturers



content of clouds are key clues to forthcoming weather.

♦ APPOINTMENT of Lew W. Crockett, Jr., as field supervisor of industrial sales for the eastern part of the United States has been announced by Frederick K. Daggett, president of Flexible Tubing Corporation, Guilford.

Mr. Crockett will handle sales of the company's "Spiratube" and "Flexflyte" reinforced flexible fabric ductings, and also "Vac-U-Flex," the lightweight reinforced Miraflex plastic hose, manufactured by Flexible Tubing Corporation for industrial vacuum cleaners and systems and domestic vacuum cleaners.

♦ THE AUTO-VAC Vacuum Forming Machine, manufactured by The Auto-Vac Company, Bridgeport, plays an important part in the production of the automobile interiors designed with smooth compound curves.

Semi-flexible kralastic sheet resin, with a simulated leather-grained surface can be vacuum formed to compound curve shapes, such as safety cushion dash panels. The vacuum formed shell is counter-molded with synthetic foam rubber compounds to produce a complete safety dash unit ready for installation.

According to the company, the same process can be utilized for other end products, such as furniture. Auto-Vac machines are available in a complete line of types and sizes for different manufacturing operations.

♦ VICTOR Animatograph Corporation, originators of the 16mm movie projectors since 1910, recently affiliated with the Kalart Company of Plainville, has announced that its Mixer Magnesound units are now being produced in Kalart's modern precision plant.

The Victor Magnesound is an attachment that permits additional projector versatility. It makes possible magnetic film recording and playback on all Victor 16mm optical sound projectors. The addition of the Mixer Magnesound makes it possible to record voice and music simultaneously and professionally. Separate microphone and phonograph volume controls permit complete versatility of volume selection.

Major components of the Mixer Magnesound include a magnetic sound drum incorporating separate recordplayback and erase heads, microphone, and magnetic amplifier. All pack into a lightweight carrying case.

♦ WILCOX CRITTENDEN of Middletown is packaging sets of Sea Flair deck fittings in attractive printed corrugated counter displays. The containers are made at Portland by the Gair Fibre Drum and Corrugated Box



THE HENRY SOUTHER ENGINEERING CO.

Engineering & Chemical Service

Water Purification

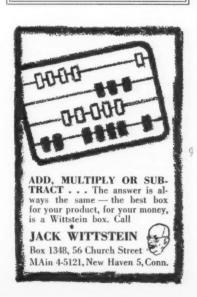
Industrial Waste Disposal

Research Facilities for Industry

0

Hartford.

Conn.







Division of Continental Can Company.

The set of eight fittings is held on a corrugated tray in the body of the box. Each fitting is secured onto the tray by a die-cut tab. Double end and side-walls maintain the container's attractive appearance while providing ample protection for the product against rough handling in shipment.

"FAMILY DAY" was held recently by Pratt & Whitney Company, Inc., West Hartford, for its more than 4,000 active and retired employees and members of their families. With more than 10,000 persons in attendance, P&W's "Family Day" was said to be one of the largest events of its kind ever staged in the Connecticut area. The plant was open from 9:00 A.M. to 11:00 A.M. and from 1:00 P.M. to 3:00 P.M.

A highlight of the tour, which was mapped out for the visitors, was a visit to the company's machinery division where the newest of Pratt & Whitney's machine tools were on display.

For most of those attending, the "Family Day" offered the first opportunity for them to witness the operations of Pratt & Whitney, a major manufacturer of machine tools, cutting tools, gages and aircraft accessories. It was the first time the company has staged an employee plant visitation since 1939 when it moved from its former location to its present plant in West Hartford.

"FABRICATION FORUM" marked the official opening of the new office and warehouse of Whitehead Metal Products Company, Inc. in Windsor early in June.

Whitehead, a subsidiary of the International Nickel Company, is one of the country's leading industrial metal distributors. The firm handles

The ultra-modern warehousing facilities in Connecticut have been designed in order to enable Whitehead to expedite shipments to its markets in Connecticut and western Massachu-

192

Phi

Yo

ma

sist

194

ma

He

19

Ma

Th

H

its

an

th

bo

C

cle te

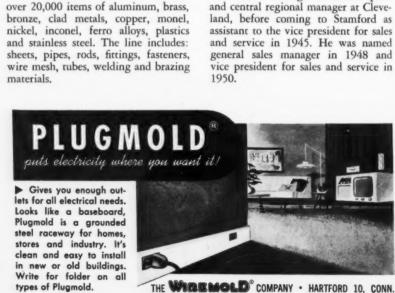
♦ A NEW, MODERN combination catalog-manual just issued by The A. W. Haydon Company, Waterbury, utilizes modern methods and techniques to provide a reference manual that is said to be easy to use and keep up to date.

The new metal-back, Tally-Ho loose leaf system used contains an initial issue of 25 color-coded engineering bulletins, Insertion of new bulletins or replacement of revised bulletins takes only a few seconds with the eleven ring binder.

Each bulletin is color and number coded into one of the six major categories in order to provide a rapid reference system. Among the many units described are Repeat Cycle Timers, Time Delay Relays, Elapsed Time Indicators, Stop Clocks, AC, DC, and Chronometrically Governed Timing Motors, and Relays. These units form the major classifications along with a miscellaneous section containing application data sheets and other general information.

♦ HARRY M. NORDBERG, vice president for sales and service of Pitney-Bowes, Inc., Stamford, has been elected executive vice president and a director, and Elwood M. Davis, general sales manager, has been elected to succeed Mr. Nordberg, it has been announced by Walter H. Wheeler, Jr., president.

Mr. Nordberg joined Pitney-Bowes in Kansas City as a salesman in 1934, later becoming branch manager. He was branch manager at Minneapolis and central regional manager at Cleveland, before coming to Stamford as assistant to the vice president for sales and service in 1945. He was named general sales manager in 1948 and vice president for sales and service in



Mr. Davis joined the company in 1929, serving as branch manager in Philadelphia, Minneapolis and New York before becoming Eastern regional manager. He came to Stamford as assistant to the sales vice president in 1945 and later that year was named manager of branch office operations. He became general sales manager in 1950.

♦ AT THE National Paper Box Manufacturers Association convention held recently in Miami Beach, Florida, The Strouse, Adler Company of New Haven won honorable mention for its entry in the seventh annual "Boxarama" competition. Chosen from among 2500 set-up boxes on display, the award winner was an Expanso belt box made for the Knothe Brothers Company of Westbrook, Connecticut.

The box was constructed with a clear acetate lid which provides protection to the contents but allows full

visibility of the products.

♦ HERMAN STEINKRAUS, chairman of the board of Bridgeport Brass Company and former president of the United States Chamber of Commerce, and James Halsey, president of the University of Bridgeport, spoke at the dedication of an addition to the Burndy Corporation plant at Milford recently.

The 63,000 square-foot plant addition is the largest domestic construction project in a \$2,450,000 expansion program by the Norwalk manufacturer of electrical connectors. Other new facilities are being built at Norwalk

and Toronto.

The new plant at Milford will be completed this fall. The expanded plant will become the major manufacturing facility of the company's Omaton division, serving producers of electrical, electronic, and aircraft equipment.

♦ ECONO PRODUCTS COM-PANY, a division of Viking Instruments, Inc., of East Haddam, has announced a new line of circulators. Called "Super-flow" to describe the circulator's advantages of super power and full-flow performance, the company claims the new line delivers the extra power and flow required to meet the increased demands for performance placed on circulators when installed in the large or more complex baseboard, convector, radiant panel, or split level type of installation.

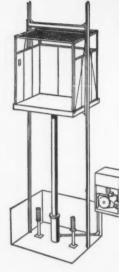
In addition to increased performance, the Super-flow circulator is claimed to be the most versatile circulator made and features an adjustable Magic Head assembly which permits instant adjustment of the head for



Free	MacDermid offers free information on plating chemicals, equipment; also, facility list and tech- nical bulletins. Fill in coupon, clip and mail.
Name	
Firm	
Address	
City	Zone State

MacDERMID of Bristol, Connecticut

# MODERNIZE OLD ELEVATORS with Oildraulic Equipment



# Convert old overhead electrics or water hydraulics into new type elevators

No need to put up with worn-out, undependable elevator equipment that is slow or makes inaccurate landings. If your car is in good shape, all you need is an Oildraulic jack (plunger) a modern Rotary Power Unit and control system.

### **Equipment by Rotary Lift Co.**

This modern elevator conversion plan utilizes equipment made by Rotary Lift Co. It can be used effectively on old overhead electric machines, hand pull-rope elevators or straight water hydraulics—where the service does not exceed four floors. Call us and our engineers will survey your equipment and submit their recommendations.

Sold, Installed, Serviced By EASTERN ELEVATOR CO., INC.



installing the circulator at any angle and also permits its use as either a horizontal or vertical circulator.

mo lar

ou

In

m

♦ OFFICIALS of the City of New Britain and The Stanley Works, along with representative employees of the company, attended a simple dedication ceremony recently at the new Stanley Steel Strapping factory and office building. The occasion marked an important step in the further growth of the Steel Strapping division. The one story structure of brick, glass and steel is located on a 40-acre plot north of West Main Street, off Corbin Avenue in New Britain.

When the entire steel strapping plant is completed and in full scale production by September 1 it will be the first time manufacturing operations have been consolidated under one roof since Stanley Steel Strapping became a division of The Stanley Works. Harrison C. Bristoll, vice president of The Stanley Works in charge of steel strapping, explained that the building program is designed to meet the needs of a steadily growing market for steel strapping, plus the need for more efficient production.

♦ PROFESSOR STIG EKELOEF of Chalmers Technical University, one of Sweden's two technical universities, visited Burndy Corporation, Norwalk, recently to inspect the Burndy Library and its collection of original manuscripts, rare books, and other publications of historic significance in the development of electrical science during the past three and one-half centuries.

Like Bern Dibner, director of the Burndy Library, Dr. Ekeloef has gathered a library devoted to the history of electricity in Sweden. He was invited to the United States to attend a forum on electronic computers at Harvard.

♦ SIKORSKY AIRCRAFT has announced plans to build a \$5 million addition at its \$10 million plant in Stratford. Helicopter production facilities for the United Aircraft division will be increased by close to a half-million square feet.

Sikorsky's Stratford plant, completed only four years ago, currently employs more than 7,000 workers. Another 5,300 are on the payroll of the company's Bridgeport plant.

♦ THE HORTON Chuck Division of the Greenfield Tap and Die Corporation, Windsor Locks, has announced the recent completion of the largest lathe chuck of its type ever produced.

The huge J-type chuck is 66 inches in diameter and was manufactured particularly for use in machining jet engine components requiring the utmost in accuracy. The ability to center large thin walled rings and parts without distortion is made possible with a controlled centering pressure device. In operation, three universal jaws move in toward the workpiece. Upon contact, the jaws stop automatically. The twelve independent jaws are then moved in to pinch the part in its "as is" position.

Also featured on this chuck are spring steel chip guards which prevent chips and dirt from entering any of

the jaw way openings.

♦ A NEW GROUP of series 400, three-flute carbide tipped shell end mills, has been announced by Nelco Tool Company, Incorporated, of Manchester.

These new shell end mills, for use with standard type "C" arbors, have been designed for face milling operations and finer finish on aluminum, magnesium, brass or bronze alloys and

plastic materials.

The three tooth design in these new Nelco cutters is said to allow more room for chip flow and the odd tooth construction results in a superior finish on soft materials such as aluminum, aluminum castings, etc.

♦ AN ILLUSTRATED, four-page bulletin describing facilities for prototype and production work on instrument components and assemblies has been issued by Arrow Tool Company,

Inc., Wethersfield.

The two-color publication includes a detailed listing of all production machinery and equipment on hand at Arrow's recently-expanded plant. Typical procedures in the design, tooling and assembly of instrument and business-machine components are pictured, along with a number of production operations. Copies are available from the company.

♦ THE BRISTOL COMPANY of Waterbury has just opened a new branch factory and repair laboratory in Los Angeles, as part of a general expansion program, according to an announcement by H. E. Beane, vice president

The new facility, which will be managed by J. W. Peckham, will enable the company to step up delivery schedules to automatic controlling and recording instrument customers on the West Coast, as well as providing rapid repairs and service for users.

With the recently announced new branch factory at Houston, Bristol now operates four such facilities, including others at Chicago and San Francisco.

♦ FOUR PERSONNEL CHANGES have been announced by The Robertson Paper Box Company, Inc., Montville. David W. Kimball, company purchasing agent, has assumed the position of sales service manager at the Montville plant for the New York area. William O. Bennett has been appointed purchasing agent. Mr. Bennett, a graduate of North Carolina University, was formerly associated with the Seymour Manufacturing Company.

Gerard E. Fitzgerald has been named sales promotion manager. A Fordham University graduate, he was formerly associated with Buchanan Advertising Agency and the Airex Division, Lionel Corporation, James R. Merritt has been appointed a sales engineer with the

company's New York sales office. He was formerly associated with the Dictagraph Products Co.

♦ THE NEWLY COMPLETED plant of City Plating Works, Inc. in Stratford is designed to provide facilities for the latest metal finishing techniques. Located on a two-and-a-half-acre plot on Honeyspot Road, the building covers 17,000 square feet including the office and factory. It is constructed of a steel frame with concrete block walls and a steel deckroof. One-third of the factory area comprises aisle space to assist the material han-



More than one million Connecticut residents from all 8 counties are members of CMS. CMS works

for 1 million others
— what about you!



For information about good surgical-medical care phone or write: CMS P.O. Box 101, New Haven 1



GENERAL OFFICES . NEW HAVEN



TREE 2UVR VERTICAL MILL

60 to 3300 r.p.m.

Variable Speeds

- 11/2 HP Spindle Motor
- Automatic Collet Closer
- Roller Spindle Drive
- Power Table Feed and Rapid Traverse

For full information write or call

H-B MACHINERY COMPANY
370 Front St. Hartford 14, Conn.
CHapel 7-8847

### REMEMBER!

for

ACE Drill Bushings
PORTER Punches & Dies
DURABLE Punches & Dies
LINCOLN Gages—Plug, Ring and
Thread

D. O. JAMES Gears and Gear Reducers

CINN. SUB ZERO Units and CERRO Low Melting Alloys

CALL
L. Heres De Wyk & Co.

ANSONIA, CONN. REgent 4-5681

CHASE A

the Nation's Headquarters

602 BRASS
COPPER
STAINLESS—
STEEL

Warehouse and Mill CHASE BRASS & COPPER CO. Waterbury 20, Conn. Tel. Plaza 6-9444



dling program of conveyor and forktruck operations.

The plant's reinforced concrete floor contains waste drains and fume exhaust ducts and a 22,000 gallon waste disposal structure, outside the main building, will neutralize all plating solution discharges.

City Plating is a job-plating shop specializing in industrial hard chromium plating, and specification plating of all types including semi-automatic

barrel and rack plating.

The company has also added the newly-developed "Crack-Free Hard Chromium Process," which deposits a very dense chromium coating over the entire plated surface. Provisions have been made for various types of anodizing in the near future, including hard anodizing.

♦ THE APPOINTMENT of Vernon A. Lee, former manager of the Industrial Products Division of The Sessions Clock Co., Bristol, as general manager of the Manufacturers' Agents Division of The Metal Products Sales Co., West Hartford, has been announced.

In his new position Mr. Lee will help manufacturers locate efficient sales representatives either on a national or local basis and assist manufacturers' agents find new product lines.

He will be in complete charge of the Manufacturers' Agents Division which is said to maintain a list of at least 15,000 qualified manufacturers' agents in the United States and Canada and more than 10,000 manufacturers who sell their products through agents.

♦ A COMPREHENSIVE CATALOG has just been published by the Haydon Manufacturing Company, Inc., Torrington. It is said to provide full information about the company's complete line of electric timing motors, timing devices and clock movements.

The new, 30-page catalog is file size so that it may serve as a file folder, with pages affixed to the covers by removable brass clips, permitting subsequent pages to be easily added.

Copies may be obtained by writing to Harlan L. Reycroft, Jr., sales supervisor, requesting Catalog No. 571.

♦ THE STRATFORD PLANT of Manning, Maxwell & Moore, Inc. marked three million manhours, covering the period from May 1956 to May 1957, without a loss-time accident. In recognition of the importance of the occasion, the company gave a dinner for the Safety Committee and presented a pen and pencil set to every plant employee.

At the dinner, Frank A. Walker, senior safety engineer, Liberty Mutual Insurance Company, presented Philip T. Tyron, works manager, with a chevron to be hung from a plaque

honoring the plant's unbroken safety record. A separate plaque, an award of merit for noteworthy performance, was presented the company by the National Safety Council.

♦ MISS JUDITH NEUHART, seventeen-year-old member of the graduating class of New Britain High School, won first prize of \$500 in an essay contest sponsored by The Stanley Works of New Britain on the subject, "The Role of Industry in the Development of America."



Winner of The Stanley Works essay contest, Miss Judith Neuhart, phones the good news to her mother.

Miss Neuhart discussed in her essay the importance of the steel industry. Three other members of the class who also won prizes of \$300, \$200 and \$100, discussed the nail industry, electricity, and Eli Whitney's development of the interchangeability of parts in machines.

Rodman W. Chamberlain, vice president of The Stanley Works, presented the checks at an Honors Day ceremony at the high school.

♦ SIX TECHNICIANS of the Department of the Air Force took part in an intensive six-week program in the maintenance and operation of the Navigational Trainer which was designed and produced by Reflectone Corporation, Stamford, for the U.S. Air Force.

The N-3, which consists of thirteen student booths and a master control console for an instructor, will relieve planes formerly used for training for operational use and consequently will reduce training costs. Two of these complex training devices are scheduled for installation at the new Air Force Academy in Colorado.

♦ DIRECTORS of the Bullard Company, Bridgeport, major producers of machine tools for industry, recently elected E. C. Bullard as chairman of the board and chief executive officer, and E. P. Bullard, 3rd., as president and general manager.

The new Bullard board chairman has been a director of the company since 1930 and has been president and general manager since 1946. He was first employed by the company in 1917 after graduating from the Sheffield Scientific School of Yale University. He served for a year and a half with the armed forces during World War I, and since 1919 has been continuously with Bullard, becoming vice president and general manager in 1931.

The new president is a grandson of Edward Payson Bullard, who founded the company in 1880, and the son of E. P. Bullard, Jr., second president of Bullard from 1907 to 1946. He served the company in many executive capacities from 1933 to 1951, including that of assistant chief engineer, vice president in charge of manufacturing and vice president and assistant general manager. Since 1951, while continuing to serve as a Bullard director, he has been an executive of Pratt and Whitney Aircraft division of United Aircraft Corporation.

♦ THE FORMER Belknap Manufacturing Company, founded in Bridgeport in 1862, has officially become the Stratford plant of Detroit Controls Corporation, a division of American-Standard.

A new plant has been constructed in Lordship to house the office and production facilities.

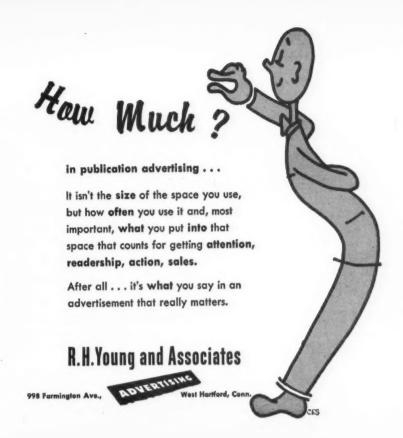
♦ THE NEW cold finished bar mill of Jones and Laughlin Steel Corporation in Willimantic was officially opened recently.

H. H. Meyer, manager of the Willimantic division, stated that the new mill will employ approximately 60 to 70 persons initially. The plant is on a 31-acre site and is a one-story, L-shaped building, containing approximately 90,000 square feet of production and office space.

Hot rolled bars, the raw material for the Willimantic operation, will be rolled at the J & L mills in Pittsburgh and shipped to Willimantic for cold drawing and processing into cold finished products.

♦ STOCKHOLDERS of the Charles Parker Co., Meriden, have approved a recommendation of its board of directors to sell the manufacturing plants and business to the Union Manufacturing Co., New Britain.

Founded in 1832, the Charles Parker Co. has remained in the Parker family since that time and still manufactures





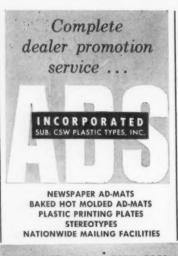
# Barney's "Transforms" Dano Electric Company!



When Winsted's Dano Electric remodeled, management wanted to retain the proved convenience of open work areas for business and executive departments . . . and to add a waiting room. Barney's was called in and submitted recommendations. "The result of Barney's work is an office layout that is just right for us," a Dano spokesman stated. "The new metal furniture Barney's recommended and installed is amazing. It transforms our offices . . ".



OFFICE FURNITURE—SHOP EQUIPMENT 450 Front St. Phone JAckson 2-6221 Established 1930





two of its original products, coffee mills and vises.

♦ HARVEY HUBBELL has been named chairman of the board of directors and re-elected to the post of president of Harvey Hubbell, Inc., Bridgeport, at the company's annual directors meeting. Others re-elected were George R. Weppler, vice president and general manager and Jess C. Hicks, vice president in charge of sales.

Walter S. Herrstrom, former works manager was named vice president in charge of manufacturing and George A. Hudson, formerly secretary and assistant treasurer, was elected secretary and treasurer.

Robert Stewart, formerly assistant secretary, was elected assistant secretary and assistant treasurer.

♦ ENTHONE, INC., manufacturers of metal finishing chemicals and electroplating equipment, New Haven, was sold recently to the American Smelting Refining Co., said to be the biggest non-ferrous metals processing company in the world.

All assets of the New Haven company and its subsidiary, Comco, Inc., manufacturers or electroplaters' equipment, and corrosion resistant ventilation and waste disposal equipment, were acquired by American Smelting.

Dr. Walter R. Meyer, Enthone president, will continue to head the company. Vice President Jacob F. Buckman, who with Dr. Meyer founded the company in 1930, will retire. C. C. Helmle, who has been with Enthone since 1943, will remain as vice president and sales manager.

American Smelting and Refining Co. employs 30,000 persons in 30 mines and 40 smelting plants throughout this country, Canada, Central America, South America and Australia.

♦ PRESIDENT John H. Tatigian of Peter Paul, Inc., Naugatuck, has announced the election of Lloyd Elston and F. E. Endriss as vice presidents; and Robert Gray of Oakland, California, assistant treasurer.

The three men already hold key positions in the candy firm. Mr. Elston is plant manager of the Naugatuck division; Mr. Endriss is treasurer and Mr. Gray, controller.

♦ THE APPOINTMENT of Charles Sanzone as manufacturing superintendent of the hand tool division of Sargent & Company, New Haven, has been announced by Walter Wise, general manager of the division.

Mr. Sanzone is a long-time employee of the William Schollhorn Co., which has been absorbed by Sargent & Co.

### **Custom Tailors To Industry**

(Continued from page 7)

electric power to operate the equipment.

When labor started to organize, Joseph Setlow recognized the necessity and importance of unions. His firm has had good labor relations with the same union for over half a century and the phrase "union made" is part of the identifying label.

#### Disaster

During World War I a major disaster befell the young company. Thirty employees were working for the firm, which was located at that time in the vicinity of the New Haven Railroad Station, when the building burned down one night in 1916. This came at a time when business was good, America was expanding its defense muscles and factories were busy. The structure was covered only partially by insurance and when the Setlows had paid all of their bills they had only \$43.50 left.

Joseph went to his bank and was encouraged to start up without delay. He did so and first began as a jobber before resuming manufacturing. Late in 1920 an embargo was placed on freight coming into New Haven at a time prior to construction of the Cedar Hill freight yards. Goods were held at the mill since they could not be delivered so materials had to be purchased from local sources. Before delivery could be made, there was a great drop in the market price of cotton goods. Denim, for example, which had been contracted for at 40 cents a yard dropped to 121/2 cents a yard. The business survived this setback only to encounter the depression of 1921 when prices were slashed to meet market conditions. Mr. Setlow operated on the premise that it was wise to take the original loss and keep operating by maintaining good customer relations.

During all of this time, members of the family maintained a close attachment to the soil and kept their eyes open for good farming land. The elder Setlow for a time made his home on a farm in Orange and commuted by horse and buggy. The Setlows also at various times owned farms in East Haven and Branford and operated a farm in Woodbridge on the site of the present Woodbridge Country Club.

### **Marketing Change**

Then came the big change in merchandising work clothes, a pattern which has affected many consumer products in America. During the 1920's the major chain stores built up a group of large specialist textile manufacturing plants in the South near



### Hot Rolled Carbon Steel Bars NOW in STOCK at FRASSE!

Continuing to expand stocks to meet customer requirements, Frasse now inventories an extensive range of Hot Rolled Carbon Steel Bars. All standard sizes of Rounds, Flats and Squares are in good supply - and delivery of both large and small quantities can be made immediately from Frasse warehouses.

Now you can place your orders for Hot Rolled Carbon Steel Bars with Frasse - with the satisfaction that comes from using a dependable source of supply. For Frasse provides the same careful processing of each order...quick delivery...and engineering assistance on Hot Rolled Carbon Steel Bars as it does on Cold Drawn Carbon Steels, Stainless and Alloy Steels, Tubing and Aluminum.

May we serve you today?

- C-1020-Special Quality Rounds-3/4" to 81/2"
- M-1020 Merchant Quality Flats-1/4" to 1" thick 1/2" to 6" wide Squares-%" to 1"

All in 18-20 foot lengths.



for Hot Rolled Carbon Steel Bars

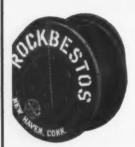


& Co., Inc.

# where TOP QUALITY CABLE

is a must . . . . .





### **ELECTRIC APPLIANCES**

are wired with

# ROCKBESTOS WIRE and CABLE

### **ROCKBESTOS PRODUCTS CORPORATION**

NEW HAVEN 4, CONNECTICUT
New York • Cleveland • Detreit • Chicago • Pittsburgh
St. Louis • Los Angeles • Atlanta • Dallas • Oakland • Seattle

the Southern cotton mills. The small retail stores which sold work clothing, such as the Army & Navy stores which sprang into existence after World War I, were apprehensive. A dozen work clothes manufacturers in Connecticut ceased their operations and some of their principals came to work for the Setlows in sales or other capacities.

Joseph and his son, Herbert, who now shares management responsibilities with his father, decided to continue their service to retail stores and to expand and serve industry directly as well. The Depression with a capital "D" descended on the Setlows at this time and they survived by working harder.

### **Wartime Expansion**

The buildup of America's defenses and the advent of World War II brought a 100 per cent increase in personnel as M. Setlow & Son made fatigue coveralls, trousers, Navy dungarees and shirts.

A government representative called the plant during the war and put through an emergency order for sateen field trousers to be worn over other clothing. He gave them a tight deadline for meeting a ship at the Jersey City docks. It was only later that they learned these trousers were used for the D-Day invasion of Normandy.

Now the firm numbers over 100 and occupies two floors of a building on Chestnut Street in New Haven. In recent years, there has been a vigorous business in supplying industrial laundry firms with work clothes.

What of the future?

Joseph and Herbert Setlow feel that the big market will be in industry. Many firms are including work clothing as a fringe benefit. They are confident that growth of their firm will take place by discovering new and specialized uses for clothing which is resistant to chemicals, abrasions and stains.

Because of their flexibility and adaptability, the company has gained the reputation of being able to fill orders for highly specialized clothing with skill and speed. This has meant constant improvement of equipment and manufacturing techniques and the introduction of more and more automatic machinery. Clothing must be more wear resistant and better sewn to stand up to modern technological demands.

The factory which started down on the farm has become the custom tailor to American industry and one of the principal work clothing manufacturers in the East. M. Setlow & Son, Inc. foresees a bright future.

### How Would You Decide?

By Fredrick H. Waterhouse Counsel

Is cause necessary to discharge a probationary employee?

Here's What Happened.

The employee had worked for the company for slightly over one month prior to his discharge. The contract provided that new employees were to be regarded as probationary employees without seniority rights, until they had completed 90 days of employment. The job which this man held required that certain racks be locked in frames and a failure to take this precaution creates a certain hazard both to other employees and to production. On the day in question, one of these frames fell out and caused a certain amount of breakage and loss of production. When confronted with this disaster, the employee claimed that he had locked the frame in but it was quite apparent that since the machine was properly operating, the only way the damage could have occurred was because of a failure to properly lock the rack. The company claimed that since the employee was a probationary employee at the time of discharge and the contract contained no restriction on the company's right to discharge probationary employees, it was well within its rights in discharging him. The company went on to suggest that, assuming for the sake of argument it is restricted in its right to discharge a probationary employee, just cause to discharge a probationer must be something less than to discharge a senior employee and slight cause is sufficient unless it can be shown that the company acted arbitrarily or capriciously. Furthermore, during the past year the company had discharged 22 probationary employees and the union had not registered a single grievance over these discharges. The union claimed that since the contract did not specifically give the company the right to discharge probationary employees without cause, the general provision that any employee discharged by the company who is found to have been discharged unjustly must be reinstated with whatever seniority rights the arbitrator may decide must govern. The union further claimed that its past practice in not protesting previous discharges of probationary employees fortified its position, since this then is the first time the union felt the company had exceeded its powers.

Must the contract provide specific authority to discharge probationary employees without being subject to the grievance procedure and if not, what are the company's rights?

The Arbitration Board decided that since there was no clause giving the company complete freedom from restriction in matters pertaining to probationary employees, the general clause concerning grievances for unjust discharge and reinstatement with such seniority rights as the arbitrator deems appropriate must govern. Consequently, the company does not have an unrestricted right to discharge probationary employees under this agreement. The Board did agree with the company that the provision concerning a probationary period must have some meaning and, therefore, the same standards of just cause for discharge should not be held to apply to probationary employees as they apply to senior employees. The Board then concluded that under the facts established in this case, the company was justified in its conclusion that the grievant was not a satisfactory employee and the company was justified in discharging him.

When production workers are called in for overtime, must truckers who service them also be called in?

Here's What Happened.

On two succeeding Saturdays, about one-third of approximately 30 women employees in a particular department were called in to work. They performed their normal duties in connection with their production assignments. There were two truckers employed in this department who normally transported quantities of work and parts to the assembly area and supplied the production employees with work as needed, and also removed completed work and placed it on carriers. On the Saturdays in question, neither of these truckers was requested to work as the foreman felt that the work which was available for the production workers did not require trucking assistance. On neither day was there anything like a normal amount of trucking work and although the exact amount of such work is almost impossible to determine, it was much smaller than the percentage of one-third would imply. Some of the trucking work was actually done on those days by persons outside the bargaining unit, but in a negligible amount. There was also some trucking performed by set-up men or production clerks in the department but they normally do a certain amount of such work anyway.

### Was it necessary to call in truckers under these circumstances?

The arbitrator concluded that although the contract may be violated if supervisors or those outside the bargaining unit actually performed production or maintenance work during an overtime period, it is nevertheless incumbent on the union to show the amount of such work is more than a minimal quantity before any "damages" are justified. Under the facts disclosed in this case, there was no such amount of work as would justify making an award to these two em-



Would you like to cut your water costs in half? That is what "CHURCH" Wells are doing for many Connecticut industries—the cut shows 1,000 G.P.M. of 52° potable water being pumped from one of our wells used for a municipal supply.

Gravel Packed Wells Deep Well Turbine Pumps Rock Wells Storage Tanks

SPECIALISTS IN LARGER WATER SUPPLIES



### STEEL CASTINGS

From one lb. to 2500 lbs. each

Try us for fast delivery when your needs are urgent.

THE
NUTMEG CRUCIBLE STEEL

BRANFORD

CONNECTICUT



**AUTOMATIC DRILLING & TAPPING** 

MACHINES

AUTOMATIC THREAD ROLLERS

"SUPER-SPACERS"

AIR HYDRAULIC DRILL UNITS

GENERAL CONTRACT MACHINE WORK

THE HARTFORD SPECIAL MACHINERY CO.

ployees or either of them. So far as the trucking work performed by the set-up men and production clerks on these two days, they must be permitted to carry on on Saturday the work which they perform during the regular week and there is no indication that the amount of trucking they did on the two days in question materially differed from their normal duties. Finally, there was no violation of the overtime clause of the contract with regard to either of these two truckers.

Is a shop steward subject to disciplinary lay-off for insubordination in his manner of presenting a grievance?

Here's What Happened.

A question arose regarding a piecework rate for a new job and the grievant was discussing it with the assistant foreman when the foreman happened along. The grievant suggested that perhaps the foreman could help and the latter said he would be glad to do so. When he was told that it concerned a piece rate which had been set the previous day, he said he would be unable to solve the problem until the switchboard opened and the Time Study man was available, but that he would check into the details at that time and report back to the grievant. The steward then returned to his bench but got into another discussion with the assistant foreman and timekeeper and when they became rather loud the foreman again told the steward he would check into the details and let him know about it later. After the foreman returned to his desk, the discussion apparently continued and he insisted that the steward return to his work. The steward then approached the foreman, waved the paper under his nose and said that he did not have to take orders from the foreman. This was more than the foreman could stand so he and the steward proceeded to the Personnel Department for disciplining. After consideration, the grievant was informed he would be laid off for a month but in a discussion with the personnel and labor relations manager the following week, the lay-off was reduced to a suspension for one week but the grievant was to be transferred to another department. Although the transfer was at the same rate of pay, it was in a department where piecework earnings were not available and also in a labor grade which carried a lower hourly rate. The grievant claimed, among other things, that under the contract he could not lose his senior status by being transferred to the lower rated job since all transfers and demotions must be made on a plant-wide seniority basis.

How far can a steward go in presenting grievances and was his disciplinary demotion in violation of the seniority provision?

The arbitrator mentioned that the grievant's own version of the incident indicated a sense of irritating persistence tantamount to provocation. Although the grievant was justified looking into the piece-work situation, there was no over-riding emergency and the foreman was taking the normal steps to clear up the situation. Regarding the claim that he was merely acting in the manner of an alert steward, the arbitrator said that the fact that he was engaged in discussing a matter with his supervisor in his capacity as steward did not thereby cloak him with complete immunity for anything he might say. The grievance procedure and a policy intended to facilitate discussion of grievances unhampered by the normal restraint inherent in the employeremployee relationship does not constitute warrant for abusive and insubordinate conduct of whatever nature. Under the circumstances in this case, the grievant's conduct was unjustified and he was properly suspended. However, under the seniority clause that transfers and demotions must be made on a plant-wide seniority basis, he was improperly transferred in a manner to amount to a demotion.

### Write As You Talk

(Continued from page 13)

has need of it, or is in need of it.

Instead of asking someone to consider a plan, he asks him to give consideration to it.

Instead of telling his reader to adjust a figure, he tells him to make an adjustment in it.

Not content with roundabout verbs like these, he will toss in some roundabout prepositions, too:

Instead of telling the reader what happened before a meeting, he tells him what happened prior to it or in advance of it.

Instead of telling him what happened after the meeting, he tells him what happened subsequent to it or in the interval following it.

Instead of writing to him about a certain procedure, he writes with reference to it, or with regard to it, or in connection with it.

Roundabouts like these are always a sign that the writer has forgotten his reader. If he remembered him, and what a busy harried person he is likely to be these days, he would show more respect for his time. He would do everything he could to come right to the point, instead of endlessly circling it.

For that matter, he would do the same thing if he respected only his own time. For roundabouts like these waste everybody's time—the writer's, his secretary's, and his reader's.

As for the money they waste—well, I leave that for you to figure. I only know that the waste must be enormous when a piece of writing is twice as long as it needs to be . . . when it takes the writer twice as long to write . . . his secretary twice as long to copy . . . his reader twice as long to read.

When you add to that the fact that the reader may never read it at all, that he may be so befuddled by all those words that he just gives up or only half-registers what you mean; and when you add to that the fact that such writing goes on in every department of a business, day in and day out, on hundreds if not thousands of sheets of paper—well, the cost of writing like that must be simply staggering!

But too many words are not the only sign of the writer who has forgotten his reader. Another sign is words that are too long.

Notice that I said "long," not "big." I said it on purpose, because I don't want you to think I'm trying in any way to limit the vocabulary you've been building up all these years. Everyone who writes can do with plenty of words at his command. And if you have a bundle of big ones you can call onwords like nebulous, we'll say, or pejorative or even ratiocination—why, by all means go ahead and use them. (Though you'd better go cautiously when you do. You'd better be sure your reader understands them too, or he'll resent you for showing off, putting on the dog.)

It's not big words, in the sense of rare words, that I'm after today. It's merely long words: words we all understand perfectly well, words like objective, participate, assistance, additional, utilize.

Why these words? Why are they so bad in writing?

Well, of course they're not bad if you use them sparingly, one here and another there. It's only when you let them take over your writing entirely that you begin to weigh it down, make it hard to read, and eventually kill off your reader.

The point is, these long words are all very formal words, would-be elegant words, slightly pompous words. Most of them are imports from Latin and Greek. They are not part of our native tongue really—at least not now, not in the 20th Century. We rarely use them when we talk to one another. It's only when we write that we begin

to reach for them. And the oftener we reach, the sooner we lose our reader.

It stands to reason that we do. For people read easily a piece of writing that talks right to them . . . that reproduces (not exactly, but more or less) the sound of the human voice . . . that recreates the author, sitting there across the desk from them, chatting about his subject easily and informally. The minute we, as writers, start reaching for words that don't sound like us talking, we shatter that illusion. We put barriers between ourselves and the reader. We sound distant, remote, unconcerned. We no longer hold him as we used to. So away he slips into inattention and boredom.

That's why I'm asking today: What about the words you choose when you write? Are they always the long ones? Or are you still able most of the time to use the good, plain, short ones—the ones that sound like you, talking?

It would be hardly surprising if you found yourselves writing pompous doubletalk like this. For as I said earlier, it is the normal language of business these days. (So normal that I suspect the Martians, when they finally come, will find us buried not under the rubble of a hydrogen blast but under the sheer mound of our own unintelligible paperwork.)

I admit, it isn't easy to write this way. In the first place, you have to know exactly what you mean—and how many of us are ever that lucky? Then, even if you do know what you mean, you have to fight off the perpetual impulse to dress it up. You still have to probe down through layer after layer of inflated words to find the shortest clearest ones that will convey your meaning to the reader.

You even have to bring another sense into play—the sense of hearing. For when I urge you to write to the reader pretty much the way you would talk out-loud to him, I'm urging you to do what all really professional writers do—write by ear instead of by eye.

It isn't easy. Because tradition and habit and lack of time all force you in the other direction—away from the reader and out into the wild blue yonder of fancy doubletalk. If you find you need help overcoming this tradition and habit, try reading some books. Rudolf Flesch has written some good ones: The Art of Plain Talk and The Art of Readable Writing. Robert Gunning has written one too: The Technique of Clear Writing.

Whatever you do, protect what you write against the fatal reader-veto. You can't afford not to.

# WORKING CAPITAL AVAILABLE

For market development of distinctive new products involving metal stamping. Must have some proven market acceptance.

Or would consider buying an established business with sales in range up to \$500,000.

We, an established Connecticut manufacturer, will provide manufacturing facilities and funds for market expansion upon some basis of mutual interest.

Seymour Smith & Son Inc.

Attention: J. L. Smith, Sr.

OAKVILLE, CONN.





### SMOOTH SAILING . .

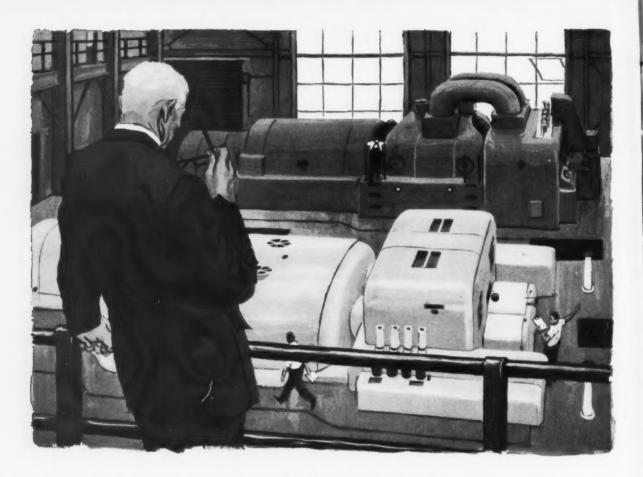
For those who use our corrugated containers.

Designed right, sturdily built and delivered on time.

### CORRUGATED CONTAINERS

INCORPORATED

120 Huyshope Ave. Hartford Conn.
Tel: CHapel 6-8546



# Does your boiler and machinery insurance help prevent breakdowns?

Travelers Boiler and Machinery insurance goes to work for you right away. Skilled Travelers accident prevention and loss control experts are available at 105 offices across the country to inspect your insured equipment regularly.

These men have an industry-wide reputation for anticipating possible equipment failures. (Over the years The Travelers has spent more than 100 million dollars on accident and fire prevention services.)

But machines do break down. And the results are often disastrous. That is why The Travelers maintains 251 claim locations to give you quick, on-the-spot

service wherever and whenever an accident occurs.

The Travelers promptly pays the cost of repairing or replacing the damaged property. If you've included Travelers Business Interruption or Extra Expense insurance in your program, we also pay your fixed costs, continuing expenses and normal profits or extra expenses until your plant is back in production. Result: your income is protected.

For fifty years The Travelers has been underwriting and servicing boiler and machinery risks. Why not put this experience to work for you? See your Travelers agent or broker for full details.



# THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of business and personal insurance including Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds

### **Public Relations**

By A. Carl Messinger
Public Relations Director

♦ DURING the past several months we've had the opportunity to visit member firms throughout the state. Here are a few random observations:

CONFORMITY? How often do we hear a voice from an ivory tower decrying conformity? Must be some other state they're talking about. . . . Working on the Association's new program to develop manpower for Connecticut industry gave us an impression just the opposite of conformity. Among the 40 organizations participating, each one seems to have a bit different approach to the use of the booklet "There's A New Life For You In Connecticut."

If we had contacted only public relations men, we'd say that this is probably true of the PR profession, but our contacts included presidents, personnel men, industrial relations directors, and others as well.

Maybe we've been oversold on the intellectual conformity of the gray flannel suit. Isn't there an old saying about not judging a book by its cover?

FILMS. Two interesting color films with sound are available without charge for meetings. "Welcome to New Haven" may be booked through Richard J. Falvey, director of public relations, New Haven Chamber of Commerce; "Welcome to Hartford" may be obtained through the Hartford Chamber of Commerce.

HOW TIGHT IS HOUSING? Several times we've heard housing referred to as a critical area if Connecticut industry is to attract new people. Talking to Dudley Clark of American Cyanamid, Stamford, Robert B. Dodds of Safety Industries, Hamden, and real estate people in the Hartford area, we've come to the conclusion that the housing shortage is not insurmountable. If you want to buy a house, there's a wide assortment available. Mortgage money seems to be around if you have a small amount of cash to begin with.

Connecticut also shows up very well in new residential housing for 1956 compared to other states.

The obstacle for many people who talk about the difficulty of acquiring a home is that a new car looks mighty attractive. It's often a choice between the two.

SPEAKERS COMMITTEE. More than 70 persons are now contributing time and effort as members of the Speakers Committee. The list is still expanding.

Should your company be participating? The present committee represents 33 member firms from throughout the state. We believe that the Speakers Committee is important because it encompasses several basic PR objectives: product publicity for the company, better public understanding of industry; and public service to the community.

CONGRATULATIONS. Pratt and Whitney Company, West Hartford, deserves congratulations on its open house for some 9,000 employees, retired employees, their wives or husbands, and children. In every department one machine was in operation so the guests could observe the production of machine tools and other products made by the company.

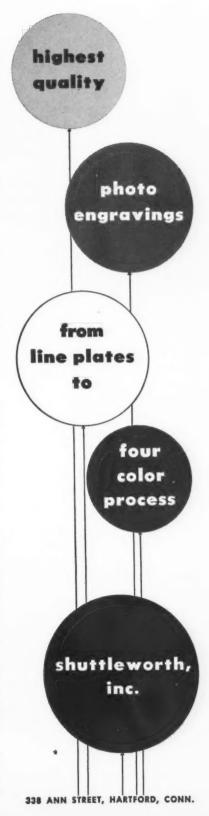
Joseph Lowes, public relations director, tells us that this successful operation was planned by a committee of 10 persons representing industrial relations, the divisional managers, advertising, and, of course, PR. Photos were taken about 10 days in advance. Pictorial coverage was excellent.

THE FUTURE. There's a fascination about the unknown—and what's more unknown than the future?

Given time for research any organization might sustain its own projection of events to come. American Cyanamid did just this with "The Daily Paper of 1977" published as "a tribute to the paper industry by the paper chemicals department."

Included in the news stories are: PAPER HOUSING PROJECT IS OPENED IN SAHARA; TIPS FOR 1977 WORLD TOURISTS: YOU CAN'T WEAR PAPER INTO THREE EUROPEAN COUNTRIES (Ban comes from England, Belgium and Switzerland to protect their weaving industries); GARAGING YOUR HELICOPTER (By remarkable coincidence the garage turns out to be a "new blend of plastic and thin wet-strength paper"; HOW TO ENJOY PAPER CAMPING; and even Russia gets into the picture in the headline SOVIET ASKS UNITED STATES SHARE FAST TREE-GROWTH SE-CRETS WITH THE WORLD.

The speculative view of 1977 has a listing of sources and bibliography. By use of a REMEMBER WHEN? column, 1957 names are brought into the material.



### BETTER DISTRIBUTION METHODS .....



CUSTOMER IN COLUMBUS needs a special proprietary chemical immediately. Manufacturer of the chemical has none on hand — nearest stock point is 350 miles away. Situation desperate, can Merchants do something?



MERCHANTS' MAN IN CINCINNATI calls the manufacturer, locates several drums of the chemical at the piant of a nearby soap company. They agree to lend three drums to meet the emergency. Merchants' truck makes the pickup.



AT MERCHANTS' WAREHOUSE, the drums are loaded into the car of "Dutch" Spatta, manager of Merchants' Cincinnati office. Regular delivery by truck will take too long.



A FAST 108 MILES LATER "Dutch" delivers the drums in time to keep production going. It was somebody else's product and somebody else's problem, but Merchants again lived up to its reputation for helping a customer out of a jam.

# WHY MERCHANTS' CINCINNATI MANAGER DROVE 108 MILES TO DELIVER SOMEBODY ELSE'S PRODUCT -

At Merchants, service goes beyond the mere filling of orders for industrial chemicals. Each office of Merchants' nationwide chain makes a point of becoming familiar with its customers' problems. In the past 35 years Merchants has frequently

"walked the extra mile" to help a production man out of a tight spot. Among the products offered are acids, alkalis, fungicides, surfactants, chlorinated solvents, emulsifiers, laundry compounds, soaps, dry ice and chemical specialties.



### MERCHANTS CHEMICAL COMPANY, INC.

60 East 42nd Street, New York 17, N. Y.

SALES OFFICES AND WAREHOUSES: Chicago • Cincinnati • Denver • Louisville • Milwaukee • Columbus • Minneapolis • New York • Omaha STOCK POINTS: Albuquerque, N. M. • Erwin, Tenn. • S. Norwalk, Conn.

### **Transportation**

By John B. Hedges Traffic and Export Manager

### The Traffic Function in Small Business

Part I of A Three Part Series

♦ IS your firm one of the thousands of smaller organizations where the responsibility for buying transportation and seeing that it is delivered and paid for is sandwiched in with many other duties? If it is, it makes sense to simplify that freight traffic function as much as you can. Your purchasing agent, office manager, or accountant who may be assigned to the traffic job along with his other duties is going to need to know a few of the same basic fundamentals that the full-time traffic manager of a large multi-plant corporation has to keep in mind.

Your business itself will dictate how much transportation you need to get in your raw materials and ship out your finished goods. Market conditions, competition and general trade practices will help shape your terms of sale, but the man who puts on the traffic department hat for a period each day must know these terms. The more they can be standardized the more efficient he can operate. State them so that there is no doubt about who pays the freight and who has title to the goods at any point in the course of the transaction.

All of our common carriers in interstate commerce (and most of them in intrastate) are regulated. That is, as common carriers they must be ready and willing to serve anyone and they must file with a governmental agency the prices they charge for performing that service. It is important to know that they cannot deviate from the rates and charges that are on file with either the Interstate Commerce Commission or a state's public utilities commission. These carriers put out their price lists and their rules and regulations in tariffs. The part-time traffic man should not need to burden himself with a lot of these publications.

He should, however, secure from his local railroad freight agent and also from the representative of a reliable motor common carrier the exact wording of the proper descriptions for both his in-bound raw material and his outbound products. This description rather than the trade name or technical term must be shown on the bill of lading. As for the bills of lading themselves, you can secure them from your railroad

freight agent for your rail freight shipments. Some truck lines also furnish bills of lading. We recommend, however, that you purchase from a commercial stationer the standard approved forms which can be used for both truck and rail. And it is important that a bill of lading be accurate and legible with complete addresses and correct weights and number of pieces shown on it. After all, the bill of lading is a contract to perform transportation service, a receipt for the goods and in many cases it is also evidence of title.

The third copy of the bill of lading should always be retained for your own files. If you have made your shipment on a collect basis, the memo can be attached to your file copy of your invoice. If you have prepaid the freight, the memo should be held in a separate

file until the carrier sends you his bill. The law requires that a motor carrier submit his freight bill and receive his money within seven days after shipment. For the railroad that period is cut to 96 hours. No reliable firm will have any difficulty establishing this short term credit with the carriers serving it.

We use the term above "reliable carriers." This raises the question, "How do I go about finding such firms to transport my business"? There is no question about the reliability of railroad service since our rail carriers have been in business for a very long time and today most of the regulated motor carriers are equally reliable. The certificates under which they operate are very specific about where they can operate. All of them have pamphlets or cards know as "point lists" which tell you where they go. Usually it will be to your advantage to deal with a motor carrier who has a terminal near your place of busines. Your shipping clerk will get much better service if you can tell the dispatcher at that terminal early in the morning about how much freight you expect to have for him that day and when it will be ready. In some cases, you will be able to arrange for a routine daily pick-up without necessity of calling each day.

# JOHN J. PLOCAR Company\*

MANAGEMENT CONSULTANTS

# SPECIALIZING IN MANAGEMENT PROBLEMS OF SMALL AND MEDIUM SIZED COMPANIES

- Organization
- Methods and Incentives
- Job Evaluation
- Production Control
- Factory Layout
- Cost and Budgets
- Foremen's Bonus
- Office Procedures
- Personnel Administration

UPON REQUEST WE WILL GLADLY SEND, WITHOUT OBLIGATION, A COPY OF OUR FREE BOOKLET, "AN IMPLEMENT TO SOUND MANAGEMENT."

\*
STAMFORD, CONNECTICUT

### Designers and Manufacturers

of Tools, Dies, Jigs, Fixtures and Gages

Jig Boring and Jig Grinding Precision Form Grinding Planing, Boring, Turning Cincinnati, Lucas and Bullard Machines

We build Special Machinery and Parts Welded Fabrications

We will do your Stampings and Spot Welding

Progressive — Swedging Broaching — Drawing Short Runs — Long Runs

#### THE SWAN TOOL & MACHINE CO.

30 Bartholomew Avenue
HARTFORD 6, CONNECTICUT



WILBUR S. PRATT, C.L.U

Pensions
Group Plans
Life Insurance
Estate Planning

125 TRUMBULL STREET HARTFORD • TEL. [A 7-9222

# WHAT CONNECTICUT MAKES MAKES CONNECTICUT

Manufacturers of DRY PRESS (STANDARD ITEMS)

FIRE BRICK SPECIAL SHAPES

(MUD PRESS)

IN ANY SHAPE OR QUALITY DESIRED

. 36

### THE HOWARD COMPANY

250 Boulevard, New Haven, Conn. SPruce 7-4447 In the interests of efficiency it is much better to use as few motor carriers as possible. Not only does this policy save time in your shipping and receiving departments, but it also will reduce the number of freight bill statements you receive and the number of checks you have to write. The carrier, too, can operate more efficiently under such conditions.

(To be Continued)

### Cleanliness Plus at Fafnir

(Continued from page 10)

surized so that when doors are opened, air blows out, preventing dust from entering. All walls, partitions, workbenches, and ceilings are made of glossy plastic or plate glass (paint produces dust).

Women cannot wear face powder or rouge, must work in lint-free Orlon dresses and hats, and must wear white kid gloves. Lead pencils are forbidden (ball-point pens are used), and all job tags and other pieces of paper are enclosed in plastic envelopes.

Bearings are carried in stainless steel containers. Workers take "air showers" and walk on sticky floor mats to remove dust from clothing and shoes before starting work. The floors are vacuumed continuously during the day. Bearings are cleaned in a field of high-frequency sound waves.

"The science of dust control in factory areas has been considerably advanced by the innovations developed for this instrument bearing facility," says H. B. Van Dorn, Fafnir technical development manager.

### The Silent Sell

(Continued from page 12)

The vast assortment of package colors and shapes (in some supermarkets there are as many as 15,000 different items) in effect hypnotizes her; often she makes her choice as much out of impulse as out of logic.

She spends just about eight seconds looking over a shelf of products—and she makes up her mind on a given product in one-fifteenth of a second.

A large percentage of women can't see the individual packages clearly. This is because of the so-called "vanity factor"—40 per cent of them should be wearing glasses, but they don't wear them in public.

To you these may be interesting but fairly useless facts. To the people who want you to buy their products, information like this is of fundamental importance. For in the past dozen years the package a product comes in has taken on an importance that in some cases equals the importance of the quality of the product itself.

This is because the salesman who used to stand behind the counter to help you make up your mind is no longer around. Since World War II self-service has taken over. It started with the food supermarkets. Now you do-it-yourself most of the time when you shop for drugs, for hardware, even for appliances. The famous "milliondollar baby in the five-and-ten-store" is on the way out, inexorably being replaced by shelves and check-out counters; and even the department stores-last and biggest hold-out against self-service—are beginning to come around.

In 1940, for instance, there was one clerk for every \$7,000 worth of food bought in the U. S. Today the national average is only one for every \$29,000 worth (and as low as one per \$50,000 in some of the big supermarkets). Often customers outnumber clerks 20

All this throws a heavy burden on the package; it's got to sell *itself* to you. But before it can do that, the people who design it have to know all about you.

That's the reason for elaborate psychological studies of your color preferences. (You rarely see brown on a food package; green and blue carry much pleasanter food connotations to the average housewife. For some as yet unexplained reason, different parts of the country seem to favor different colors—beige on the East Coast, cedar in the Southwest.)

It's the reason the trademarks on most packages have become considerably larger in recent years. (That old vanity factor again—a woman won't buy what she can't read. Many packages today are first tested through a "poor vision" camera, one with a special lens that reproduces the average blur of an averagely-nearsighted woman.

It's the reason for the growing use of the dual-purpose container. (A box for a set of herb jars folds into an herb shelf. A carrier for two quarts of milk becomes a toy barn. A breakfast cereal has a slate on the back. A set of golf balls comes in a metal tray that doubles as an ashtray.)

And finally, it's the reason that salesmen and psychologists by the dozens are dogging your tracks—asking questions, taking pictures and tape recordings, analyzing your conscious and your subconscious reasons for buying anything from a raincoat to a box of corn flakes

You've heard of the "hard sell" and the "soft sell." These people are giving you the "silent sell."

## GASKETS

ACCOPAC • FELT (TAR SATURATED) • FIBER-GLASS • ASBESTOS
CORK • FIBRE • PAPER • PLASTIC • RUBBER • ACETATE

Made to specifications and inspected for accuracy
Authorized Fabricators of Armstrong Cork Gasket Material
Fabricators and Distributors of L.O.F. Glass Fibers.

— also —

WASHERS • OIL SEALS • ACOUSTICAL & THERMAL INSULATION ELECTRICAL INSULATION • DIE CUTTING

We make samples and do experimental work on request

TSINGRIS DIE CUTTING CORPORATION

P.O. BOX 112

WATERBURY 20, CONN.



24 HOUR SERVICE

# STEEL RULE DIE Manufacturers

39 JEFFERSON ST. • WATERBURY 20, CONNECTICUT

- . CUTTING
- . CREASING
- . PERFORATING
- CLICKER and METAL
   BLANKING STEEL RULE DIES

Serving the Industry Since 1947



Do you have accurate figures expressed as a percent of purchase price for the following Cost-of-Carrying factors?

1	Interest	%
2	Taxes and Insurance .	%
3	Housing	%
4	Handling and Records	%
5	Spoilage	%
6	Obsolescence	%

7 Depreciation

If your figures approach the national average of 16.5% or you are carrying steel as long as 30 days, you can realize significant reductions in Inventory and Cost of Carrying under the unique.

## DOLAN

# Reserve and Release Plan

HERE'S HOW IT WORKS

- 1 Estimate Quarterly needs by Gauge and Temper only. Place Reserve Order on Dolan Steel for this tonnage.
- 2 Dolan Steel IMMEDIATELY RESERVES this material in wide coils.
- 3 Customer "Releases" proper widths for slitting from Reserve Stock.
- 4 Dolan Steel Inventory of 10,000 Tons coupled with a slitting capacity of 5,000 tons per month insure a 10 day lead time from Release to Delivery. Lowest mill prices at all times.

Modern, Progressive Purchasing Managers are adopting the Dolan Reserve and Release Plan to keep in-plant inventory at an absolute minimum, and insure a safe, controlled supply of quality Strip Steel. For complete information, write

DOLAN Steel Company Inc.

810 Union Avenue, Bridgeport 7, Connecticut

## **Accounting Hints**

Contributed by

The Hartford Chapter National Association of Cost Accountants

## Phantom Losses

By LAWRENCE P. WEBSTER

University of Connecticut

• IT IS claimed in certain businesses that some sections of operations are not profitable. Yet, one wonders why these products or services are not dropped from the sales line. Certainly, a product that does not earn enough revenue to cover the costs of production should be dropped. The next question to be answered is, how certain are these firms of their cost assignments?

Many firms have dropped products that were thought to be unprofitable. However, even when the sales volume of the remaining products in the sales line was increased, after the so-called loss items were dropped, profits also dropped. This at a time when the profits should have increased. It would seem that if all products that show losses are dropped from the sales line of the firm, the profit position of the firm should be improved. Many firms find themselves in a worse profit position after they have dropped their loss items. The reason for this lies in the cost assignment technique.

It is equally as possible to cost a product out of the sales line as to price it out of the sales line. Prices are determined in the market place by the interaction of many buyers and sellers. All of these tend to act as a check on the other. On the other hand, in a manufacturing concern, costs are assigned within the firm and are not subject to an outside check. Many of the costs are assigned by managerial

Frequently, costs are not properly assigned to products by a general cost system that is applied to a situation for which the system was not designed (see, Webster, Lawrence P., "Is Direct Labor Adequate as a Base For Over-head Distribution?" (Connecticut Industry. 34:9, September 1956). Many of the problems come about as a result of an attempt to allocate all costs to products-over allocation. For several years railroads have claimed that their passenger divisions have been unprofitable.\* This may be true of some railroads but it is questionable if it is true of all railroads. Some department stores claim some of their departments are unprofitable, yet, these same departments are continued in operation.

Most firms have joint-facility costs which in most instances are not directly attributable to any single product or service. Should any single product or service be dropped, these joint-facility costs continue at the same rate. An increase or decrease in activity has little or no effect on them. Using the railroads as an illustration, the trackage over which both passenger and freight trains travel is a jointfacility cost. The dropping of passenger service over a line will have very little effect on the cost of maintaining a section of track. Yet, at the present time, the railroads attempt to assign this join-cost, by formula, to both passenger and freight service.

One method of testing the profitability of a product is to use the contribution income approach. Contribution income is the revenue received for a good or service after the costs directly attributable to the good or service have been deducted from the revenue. The contribution income is available to absorb joint-facility or period costs. If the volume of sales is great enough, the total contribution income will also be great enough to cover all the joint-facility costs and the excess of the contribution income above the joint-facility costs will be equal to the profit. Even if the total contribution income is not great enough to cover all the joint-facility costs, the firm will be better off by the amount of the contribution income earned. For any contribution income will absorb some of the joint-facility costs and any joint-facility costs recovered will be an improvement in the profit position of the firm.

A firm manufacturing two products A and B using conventional cost assignment techniques believes product B is a loss product. Here is the product profit situation:

(Continued on page 56)



#### RESEARCH & DEVELOPMENT

- Electronic Controls and Computers
- Electro-mechanical Systems
- Simulators for Test Purposes

#### MANUFACTURING

- Precision Gages and Fixtures
   Parts and Components of Aircraft

Specializing in aircraft electronic and electro-mechanical assemblies and sub-assemblies

THE NEWTON COMPANY 55 ELM STREET • MANCHESTER, CONN.

#### MORRISSEY & CHENEY



GERARD MORRISSEY BENJAMIN CHENEY E. LEONARD CLARK

INSURANCE CONTROL FOR INDUSTRIAL AND COMMERCIAL ACCOUNTS

9 LEWIS STREET. HARTFORD. CONN.

## THOMAS W. HALL COMPANY

INCORPORATED

Stamford, Connecticut



Printing, Newspaper & Lithographing Machinery Paper Converting Equipment Job Presses, Galleys & Cabinets Proof Presses, Balers, Cutters

\*Wall Street Journal, CXLIX:4, January 7, 1957, page 1.

#### The PROOF of DSC STEEL is in its PERFORMANCE

## DSC can cover all your CR STRIP requirements ... close to home ... and FAST

for example-

- **DSC Heavy Gauge for Your Man-Size Jobs** In low carbon steel from about .010" up to .187".
- DSC High Carbon Strip for Your Spring Steel Jobs Up to about .156", either "hard rolled untempered" or "soft annealed." You can readily heat-treat into your product the degree of "springiness," wear resistance, or other physical properties you require.
- DSC RBF STRIP-The Sure Working Steel With Eye Appeal Combines versatile fabricating quality and DSC's "deep-rolled" Regular Bright Finish suitable for chrome plating.
- DSC Fast, Flexible, Direct-from-Mill Deliveries For your regular schedule, special schedule or emergency requirements. Name your own lead-time!
- **DSC Special Purpose Steel Strip** Every pound fresh rolled to your order. Every pound special rolled for your job.

For complete information about DSC STRIP and SERVICE, call your nearest DSC Customer "Rep" . . . Today?



TEMPERS

Latest Extra Books On Request

EASTERN MILL DIVISION STRIP ROLLING RANGES HIGH CARBON LOW CARBON CARBON .25% max. over .25% min. to 1.05% max. THICKNESS\* up to about .187" up to about .156" WIDTHS (slit or up to 22" up to 22" rolled edge) Hard Untempered or Soft Annealed

FINISH (Satin or "RBF")-COILS-CUT LENGTHS \*Standard or restricted tolerances

ALL

Customer Satisfaction Is Our Business



AND

EASTERN MILL DIVISION

Box 1789-New Haven 7, Conn.

EASTERN DISTRICT CUSTOMER "REP" OFFICES Hamden, Conn., 2061 State St., Phone STate 7-5781 New York 19, N. Y., 250 W. 57th St., Phone COlumbus 5-4870 Worcester 8, Mass., 507 Main St., Phone 5-8686

DSC PRODUCTS: Coke . . . Coal Chemicals . . . Pig Iron . . . Basic Open Hearth Steel Ingots, Blooms, Slabs, Billets, Rods . . . HR and CR Sheet and Strip . . . Flat CR Spring Steel . . . Manufacturers' and H.C. Specialty Wire . . . Welded Wire Fabric COPYRIGHT 1997

## **Business Tips**

By Ruth Bosworth, Assistant Professor School of Business Administration, University of Connecticut

## Your Reports – Maze or Model?

♦ THE average reader of reports will readily attest that his lot is, indeed, not a happy one. He is forced to contend with mazes of varying complexities more often than he is confronted with materials which are models of clarity.

Part of the explanation for this may be rooted in the broad area covered by the term "business report." It may, of course, properly include such a variety of communications as those from company officials to stockholders. from one firm to another, and between individuals within a company. Reports are so diverse in length, appearance, form, arrangement, content, language, and tone that the uninitiated observer would not recognize them as being members of the same family. At one end of the scale is the one-page item with its brief heading in outline form followed by a paragraph or so of text. At the other, there is the report which consists literally of several volumes. In terms of appearance, there is the mimeographed sheet as con-trasted with the shiny illustrated booklet for stockholders. Between these extremes are countless variations and the differences are further accentuated by the dissimilarities already mentioned. The divergencies of themselves are unimportant. The crux of the problem centers in the question of whether each report fulfills as effectively as possible the purpose for which it was written.

In turn, this problem of purpose is best approached through the needs and conveniences of the reader, or readers. The report writer, as he makes each decision, will do well to consider his audience. Obviously, all of the possibilities inherent in this question cannot be covered in the scope of this column. One basic topic, however, is the standard parts of the formal report. As each item is reviewed, this question may well be asked: Should such a section as this be incorporated into (or deleted from) the reports with which you are associated?

Standard Parts of the Formal Business Report

**Introductory Summary** 

Although custom permits many vari-

ations, the standard parts of the report, listed in an order which is generally acceptable, are as follows: cover, title page, authorization letter, transmittal letter, preface, table of contents including table of charts and illustration, summary including conclusions and recommendations, detailed discussion and analysis, appendixes, bibliography, and index.

#### Cover

Use a firm and attractive binding to make a positive contribution to the all-important first impression. Also, it will help preserve the appearance of the report despite the wear and tear of frequent handling.

#### Title Page

The open cover reveals a page which takes its cue from a printed book: title and sub-title or brief explanation,



HACK and BAND SAW BLADES

HOLE SAWS

GROUND FLAT STOCK

ATOM-LUBE MIST COOLING SYSTEMS

The New REZISTOR HIGH SPEED STEEL BAND TOOLS

THE HENRY G. THOMPSON & SON CO.

Saw Blade Specialists
for Over 80 Years

**NEW HAVEN 5, CONNECTICUT** 

# WORTH ITS WEIGHT IN GOLD!

DON'T KICK YOUR BOILER, INSTALL A PACKARD



Now for the FIRST TIME

A SURE WAY to keep

**DOMESTIC** HOT WATER

SYSTEMS free of scale

and corrosion.

Give your equipment a **FAIR DEAL.** Boilers, Hot Water Systems, Refrigeration, Diesel Engines, Air Conditioning, Condensors.

Any kind of water from soft to salt.

NO CHEMICALS - NO SERVICE NO MAINTENANCE

Packard guarantees all this, or it costs you nothing.

Call or write today!

Packard

NEW ENGLAND DISTRIBUTORS, INC. 403 Asylum St., Bridgeport, Conn. PACKARD WATER CONDITIONER



DEALERS WANTED

# Better Plates for Better Printing

#### NEW HAVEN ELECTROTYPE DIVISION

ELECTROGRAPHIC CORPORATION

1175 STATE STREET NEW HAVEN, CONN.

- 116 OLIVE STREET NEW HAVEN, CONN.
- ✓ FLAT, COLD CURVED ELECTROS
- **✓** BISHOP TREATING
- CENTRIFUGAL CASTING
- CHROME PLATING
- ✓ HOT & COLD MOULD MATRICES
- ✓ STEREOTYPES
- ✓ REILLY PLASTICTYPES
- **✓** MAGNESIUM ENGRAVINGS
- STEP AND REPEAT PLATES
- ✓ COMBINATION, LINE & HALFTONE
- **✓** RUBBER PLATES, FLEXOGRAPHIC
- **✓** RUBBER PLATES,MOULDED
- **✓ RUBBER PLATES, HAND CUT**
- PLASTIC BOX DIES

## CALL MAin 4-9837



THE ONLY SERVICE IN THE AREA, THAT GIVES YOU PHOTO - ENGRAVINGS, ELECTROS MATS. RUBBER PLATES AND-PLASTIC PLATES.

"Printing Plate Specialists"

# We wish to thank

THE FOLLOWING GROUPS THAT CHOOSE US FOR THEIR **CONVENTIONS & OUTINGS** 

# We hope everyone

**ENJOYED THEMSELVES** AS MUCH AS WE ENJOYED HAVING THEM

- JUNE 3
- Peerless Dept. Store
  Motor Vehicle Dept.
  Aftina Fire Insurance Co.
  Life Insurance Agency
  Management
  Scottish Union Insurance Co.
  Ponds Extract Co.
  Hartford Fire Insurance Co.
  Connecticut Bank & Trust Co.

  - 12 Connecticut Bank & Trust Co.
     13 London Lancashire Insurance
- 14-15-16 Postmasters of Connecticut
  14-15-16 Alpha Omega Fraternity
  (Dental) Seminar
  17 Sunset Ridge School
  17 Fair Department Store
  17 Connecticut State Tax Dept.

- 18 Connecticut Mutual Insurance
- CO.
  Phoenix Fire Insurance Co.
  Hartford Steam Boiler
  Insurance Co.
  All State Insurance Co.
  (Man'e Clab)
- 20

- 20 All State Insurance Co.
  (Men's Club)
  20 Central Medical Assn.
  21-22-23 Exchange Clubs of Connecticut
  23 Young People's League
  23-24-25 Connecticut Pharmaceutical
  New Britain Municipal
  Joint Council
  27 All State Insurance Co.
  (Grits' Club)

  - (Girls' Club)
    27 Veterans Administration
    28 Cromwell & Kennedy

#### P.S. Some choice dates still available for groups the first two weeks in September.



MOODUS - CONN. TRIANGLE 3-8652

author, and date. In addition, include the name of the person or department under which the work was prepared.

#### **Authorization Letter**

Authority for the report is often further defined by including a copy of the original authorization. If you received your instructions orally, you may want to present a copy of the letter through which you made a record of your instructions.

#### Transmittal Letter

Essentially a reply to the authorization letter, the transmittal letter accompanies the report. Here, you may write less formally. If soft sell is indicated, this is the strategic spot for it.

#### Preface

When you have so much introductory material that your authorization letter overflows, relegate some of it to the preface. This is a good place for acknowledgements.

#### **Table of Contents**

All of the items which have been reviewed, except the cover, plus the main headings and chief sub-headings of your discussion, form a ready-made and useful table of contents. If charts and illustrations are numerous, list them separately.

#### Summary

The body of your work begins here with summary after the table of contents. Give your busy reader a general idea of what you have to say before you start your detailed discussion. In general, a six-to-ten-page analysis might be summarized in a page. Point up your CONCLUSIONS and RECOM-MENDATIONS by separate sub-headings under this main topic.

#### **Detail Discussion and Analysis**

Following the summary is the meat of your report. Here is the evidence, the factual backing for all your claims in the summary section.

#### **Appendixes**

If, however, you have details which are too extreme for even a discussion, use an appendix. For completeness, details should accompany the report and here they will not clutter it.

#### **Bibliography**

Your reader has a right to a convenient bibliographical listing of any source materials you may have used.

#### Index

Finally, if the length of the report or its intrinsic nature is such that a table of contents is an inadequate guide, by all means give the reader the benefit of an alphabetical index.

## Spotlight on the Future

Contributed by National Association of Purchasing Agents By Chester F. Ogden, Manager of Purchases The Detroit Edison Company

#### **General Business Conditions**

June reports of Purchasing Executives indicate business remains steady and good. In fact, some characterize it as a "nice" situation; pressures present in an expanding boom time are absent and, yet, new orders, production, and profits are satisfactory.

In reporting on production, 30% say it is better than May, 50% the same, and 20% worse. The new order picture is slightly improved, as compared to May. 25% report their situation as better, 50% the same, and 25% worse.

The drop in prices of lead and zinc and the increase in the price of steel scrap are the most significant changes in the rather stable price situation.

The pressure to reduce inventories continues, and there is still practically no inclination to make advance commitments on any items (even including steel), in order to protect against anticipated price increases. Because of the ready availability of most materials, there has been reported a growing tendency on the part of vendors to ship ahead of schedule.

Émployment shows spotty changes—some industries up, others down—with little effect on the over-all trend.

Popular opinion has pictured the quality of many products as declining in recent years. To check this opinion, we asked purchasing executives to tell us if, dollar for dollar, the quality of the materials which they are getting is better, equal to, or worse than items which they received a few years ago.

Surprisingly, 51% thought they were better and only 19% worse, with the remaining 30% seeing no difference.

#### **Commodity Prices**

There has been little over-all change in the commodity price situation during the past month. Competition has continued to restrain increases, despite higher costs. Of course, there has been movement in special commodity groups such as the weakness apparent in the nonferrous metals, headed by lead and zinc; and the strength shown by steel scrap and paper. On the whole, however, almost 75% report that prices are the same as last month.

#### **Inventories**

Purchasing Executives are continu-

ing their drive to reduce inventories. There are practically no instances where purchases are being made to "beat" anticipated price advances, and great care is being exercised to be sure that stocks on hand are at the minimum working level consistent with present and anticipated production schedules. 35% of our members say they have less on hand than last month, and 51% report no change.

#### **Employment**

There is a definite seasonal influence on employment reported this month. Some types of industries are reporting greater numbers of employees, while others show declines. In general, there is a slight over-all improvement this month over May. Those reporting increased employment rose to 17%, from May's 12%. Those indicating declines dropped from 25% in May to 21% in June. 62% say there is no change over May.

#### **Buying Policy**

Buyers continue their cautious reserve in making forward commitments. While a very slight increase is noted in those willing to order production materials 90 days in advance, from 16% to 21% in June, there is a like increase in those who feel 30 days is sufficient. There is no enthusiasm for lead times in excess of 90 days.

On MRO items, there are still 92% who buy in the hand-to-mouth to 60-day range. There is not much feeling that this situation will change in the third quarter.

With a predicted early introduction of new automobile models, buyers are lengthening lead times somewhat on purchases of capital equipment to meet production schedules. Last month, 51% reported a lead time of 120 days or over, while 54% are in this category in June.

#### **Specific Commodity Changes**

The relatively stable commodity price situation is reflected in the small number of items reported as either up or down this month.

On the up side are: Steel scrap, paper, raw sugar, aluminum sulphate, electrical equipment.

On the down side are: Brass ingots, lead, zinc, lubricating oil.

In short supply are: Nickel, steel plates, steel structurals, stainless steel.





## Is There A New Material In Your Future?

Raw material costs are a highly important factor in production for today's highly competitive markets.

Chemists in their laboratories are continually working on tailoring production materials to fit the individual product. They are proving that by the proper selection of components and simplification of processing, production costs can be reduced, manufacturing cycle efficiency improved and inventories kept to a minimum level.

In the field of plastics the development of improved polyesters is proceeding rapidly, and polyester resins with improved properties are regularly being introduced. Epon resins, similar in some respects to the polyesters, though chemically different, can also be modified to produce relatively hard or soft materials depending upon the application. Epon resins are of particular use for bonding purposes.

Polyurethane resins can also be modified at will to

give a varied line of materials of similar nature to the polyesters and Epons. They are particularly noted for their extremely high abrasive resistance.

Certainly you will hear more and more about the polyurethanes as finishing materials in the future.

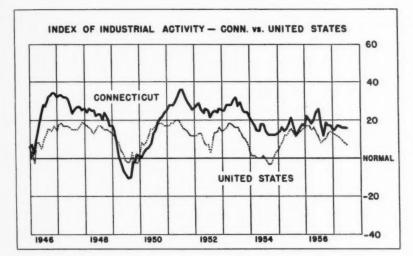
Silicone resins also form a versatile class of materials. The silicones can be made in the form of rubber of variable hardness, and are noteworthy for thermal stability at temperatures even above 200° C.

Whether your problem is the production of caster treads for industrial trucks, or a defoaming agent in cosmetics production; a chair cushion, or an abrasive resisting floor finish; an insulating varnish or a gasket, or any of a multitude of other products the answer may be provided by the chemist exploring the field of new materials such as plastics. New materials mean new profit opportunities. Your electric companies offer this information as a service to Connecticut Industry.

THE CONNECTICUT LIGHT & POWER COMPANY
THE CONNECTICUT POWER COMPANY
THE HARTFORD ELECTRIC LIGHT COMPANY
THE HOUSATONIC PUBLIC SERVICE COMPANY
THE UNITED ILLUMINATING COMPANY

## **Business Pattern**

A comprehensive summary of the ups and downs of industrial activity in Connecticut for the thirty day period ending on the 15th day of the second previous month.



♦ DURING May, the Index of General Business Activity for Connecticut, at an estimated 16% above normal, maintained the level of the previous month. The index reflects a steady but moderate downward movement since September 1956.

Employment and rail tonnage showed increases while manhours and construction decreased slightly.

A record for the month of May was reached when total non-agricultural employment rose to 92,000.

Unemployment decreased to its lowest level since last November.

The U.S. Index continued its downward trend to an estimated 7% above normal in May. This steady decline has been in effect since October 1956.

#### **Employment Rises**

For the fourth seccessive month, following the usual January decline, non-farm employment has risen and now stands at 922,000.

The non-manufacturing portion showed 491,000 employed, an increase of 8,000 over April, to reach the highest level ever attained in this state. Increases in construction, trade and government employment are primarily responsible for this growth.

The April decline in manufacturing employment continued in May. The total of 431,000 is 5,000 less than

March 1957 figures.

#### **Industrial Production**

Latest figures on the Index of In-

dustrial Production indicate a continuing decline from the high reached during February and March of this year. The seasonally adjusted figure for May is 143, two points above May 1956.

#### **U.S. Business Spending**

The latest government survey of business plans for investment in new plant and equipment indicates that expenditures this year will be about 7% above last year with about half the increase resulting from higher costs.

The biggest increases will be in public utilities and railroads, up 27% and 22% respectively, from last year.

#### Prices Vs. Wages

The Consumer Price Index for May continues the current trend upward and now is at 119.6. This is 4% higher than the January 1954 base

Total weekly earnings in Connecticut factories dropped in May for the second successive month and stood at \$83.84, 16% above the January 1954 figure.

These lower earnings are the result of a further reduction in average hours worked per employee to 40.7, the shortest workweek in two and one half

Based on a 40 hour week, straighttime hourly wages were \$1.99 in May. Basic wages have increased steadily in the last 3½ years and now stand 14.5% higher than in January 1954.

# DOWD WYILIE& OLSON INC

PRODUCERS OF FINE PRINTING PLATES **SINCE 1913** 

Tel. JA 2-8254

Tel. JA 2-8255

106 ANN STREET . HARTFORD, CONN.

## CONNECTICUT

EDITOR'S NOTE: This department, giving a partial list of peace-time products manufactured in Connecticut, seeks to facilitate contacts between prospective purchasers in domestic or foreign markets and producers. It includes only those listings purchased by Connecticut manufacturers. Interested buyers may secure further information by writing this department. Listing rates (12-time insertions only): \$6.00 for single listing. When several listings are ordered for insertion at the same time following multiple rates apply: \$10 for two and \$2.00 each beginning with the third.

Accounting Forms Baker-Goodyear Co The Branford	Aluminum Extrusions Bridgeport Brass Company Bridgeport	Balls Abbott Ball Co The (steel bearing and burnish
Accounting Machines Underwood Corporation Bridgeport	Aluminum Forgings Bridgeport Brass Company Bridgeport	Hartford Steel Ball Co The (steel bearing and burnishing, brass, bronze, monel, stainless
Adding Machines Underwood Corporation Bridgeport	Consolidated Industries Inc West Cheshire Scovill Manufacturing Company Waterbury 91	aluminum) Hartford Kilian Steel Ball Corp The Hartford
Adhesives Polymer Industries Inc Springdale Raybestos Division Raybestos Manhattan Inc Bridgeport	Aluminum Ingots Lapides Metals Corp New Haven	Pioneer Steel Ball Company Inc (steel for bearings, burnishing, graining; also brass, bronze and stainless) Superior Steel Ball Co Inc (steel bearings &
Advertising Mats  ADS Inc Div CSW Plastic Types Inc Hartford Lockwood Sons Inc Wm H Hartford	Aluminum Sand Castings Bridgeport Deoxidized Bronze Corp Bridgeport	burnishing material) New Britain  Banbury Mixers Farrel-Birmingham Company Inc Ansonia
Advertising Plates ADS Inc Div CSW Plastic Types Inc Hartford Lockwood Sons Inc Wm H Hartford	Scovill Manufacturing Company Waterbury	Abbott Ball Co The (burnlshing and tumbling) Hartford
Advertising Specialties H C Cook Co The 32 Beaver St Halco Co New Haven	United Smelting & Aluminum Co Inc New Haven	Esbec Barrel Finishing Corp (burnishing & tumbling) Hartford-Steel Ball Co The (tumbling) Hartford
Aerosol Products Bridgeport Brass Company Bridgeport	Arms and Ammunition Div Olin Mathieson	Rolock Inc Baskets-Wire Fairfield
Air Compressors Spencer Turbine Co The Hartford	Chemical Corp Remington Arms Co Inc and Peters Cartridge Div Bridgeport	Bathroom Accessories Charles Parker Co The Meriden
Air-Conditioning Dunham-Bush Inc Norwalk Airconditioning Corp The (forced air heating units oil fired)  Air Ducts	Anodizing Aluminum Finishing Co. Comeo Inc Div of Enthone Inc Leed Co The H A Light Metals Coloring Co Inc Watertown	Batteries  Electrical Div Olin Mathieson Chemical Corp (flashlight, radio, hearing aid and others) New Haven
Wiremold Co The (Retractable) Hartford  Air Heaters—Direct Fired	Anodizing Equipment Comco Inc Div of Enthone Inc New Haven	Sperry Products Inc Danbury
Peabody Engineering Corporation Stamford  Air Impellers	Asbestos	Barden Corporation The (ball) Danbury
The Torrington Manufacturing Co Torrington  Aircraft  Sikorsky Aircraft Division United Aircraft	Auburn Manufacturing Company The (gas- kets, packings, wicks) Middletown Tsingris Die Cutting Corp. (die cutting)	Fafnir Bearing Co (ball)  Marlin-Rockwell Corporation  New Departure Div of General Motors (ball)
Corporation (helicopters) Bridgeport Aircraft Accessories	Waterbury Asarcon Bronze	Norma-Hoffman Bearings Corp (ball and roller)
Chandler Evans Div Pratt & Whitney Co Inc (Piston and Jet Engine Accessories—Carbu- retors, Fuel Controls, Afterburner Regula- tors, Pumps, Servomechanisms and Protek Plugs) West Hartford	Knapp Foundry Company Inc (bushing & Guilford  Assemblies—Small  Barnes Co The Wallace Div Associated Spring Corp  Bristol	Bridgeport Thermostat Div Robertshaw— Fulton Controls Co Milford Bellows—Metallk
Fenn Mfg Co The (Hardened and Ground Gears assemblies) Gabb Special Products Div E Horton & Son Company (filler caps—pressure fuel servic- ing systems) Windsor Locks Hamilton Standard Div United Aircraft Corp	Greist Manufacturing Co The Humason Mig Co The J H Sessions & Son  Automatic Buffing & Polishing Machines	Bridgeport Thermostat Div Robertshaw— Fulton Controls Co  Bevin Brothers Mfg Co Gong Bell Co The East Hampton East Hampton
(propellors and other aircraft equipment) Windsor Locks Manning Maxwell & Moore Inc (aircraft pressure switches and jet engine afterburner	Harper Buffing Machine Company The East Hampton  Auto Cable Housing	N N Hill Brass Co The East Hampton  Belt Fasteners  Saling Manufacturing Company aligning) (patented self- Unionville
control systems) Danbury  Aircraft Engine Timing Tools	Wiremold Company The Hartford  Automatic Control Instruments	Belting Hartford Belting Co Hartford
Gabb Special Products Div E Horton & Son Company Windsor Locks	Bristol Co The (temperature, pressure, flow, humidity, time) Waterbury	Russell Mfg Co The Middletown  Belts  Russell Mfg Co The (airplane safety, air cargo,
Aircraft Engines Lycoming Division Avco Manufacturing Corp Stratford Aircraft Fasteners	Automobile Accessories Kilbourn-Sauer Company (lights and other accessories) Fairfield	endless) Middletown Russell Mfg Co The (transmission and conveyor, woven stitched canvas and rubber)
Bland Burner Co The Thread Products Div Hartford Scovill Manufacturing Company (PANELOC	Automotive Bodies Metropolitan Body Company Bridgeport	Middletown  Bends—Pipe or Tube  National Pipe Bending Co The
Aircraft Fasteners) Waterbury	Bridgeport Thermostat Div Robertshaw-	160 River St New Haven Bicycle Coaster Brakes
Gorn Electric Company Inc Stamford  Aircraft—Repair & Overhaul	Fulton Controls Co (automobile thermo- stats) Milford	New Departure Div General Motors Corp Bristol
Airport Department Pratt & Whitney Aircraft Division Rentschler Field East Hartford	Eis Manufacturing Co (Hydraulic and Me- chanical) Middletown Raybestos Division of Raybestos-Manhattan	Bicycle Sundries  New Departure Div General Motors Corp  Bristol
Aero Form Co New Haven  Aircraft Studs & Bolts	Inc (Brake Lining, Lined Brake Shoes, Clutch Facings, Automatic Transmission Parts, Fan Belts, Radiator Hose and Miscel-	Blacking Salts for Metals Enthone Inc New Haven
Britton Mfg Co Inc Hartford  Aircraft Test Equipment	laneous Rubber) Bridgeport Tsingris Die Cutting Corp. (die cutting) Waterbury	Mitchell-Bradford Chemical Co Bridgeport  Black Oxide Finishing  Black Oxide Inc New Britain
United Manufacturing Co Division of The W L Maxson Corp Hamden Alumilite Aluminum Sheets	Automotive & Service Station Equipment Scovill Manufacturing Company (Canned Oil	Black Oxide Treatment Bennett Metal Treating Co The
Leed Co The H A Hamden  Aluminum Bronze Castings	Scovill Manufacturing Company (Canned Oil Dispensers) Waterbury 91  Automotive Tools	1045 New Britain Ave Elmwood Blades
Knapp Foundry Company Inc Guilford  Aluminum Castings	Eis Manufacturing Company Middletown  Bags-Paper	Capewell Manufacturing Company Metal Saw Division (hack saw and band saw) Hartford
Eastern Malleable Iron Company The Naugatuck Newton-New Haven Co 688 Third Avenue	Continental Can Co Paper Container Div Kensington	Blocks Howard Company (cupola fire clay) New Haven Blower Fans
Charles Parker Company The West Haven Meriden	Watertown Mfg Co The Watertown	Colonial Blower Company Spencer Turbine Co The Hartford (Advt.)

IT'S MAD	. 114	ON	
Blower Systems Colonial Blower Company Ripley Co Plainville Middletown	Brass & Bronze Ingot Mitchell Smelting & Refining Co Plume & Atwood Mfg Co The	Inc Botsford Thomaston	Cabinets Charles Parker Co The (medicine) Meriden Cabinet Work
Blower Wheels Forrington Manufacturing Company The	Whipple and Choate Company Tl	Castings	Hartford Builders Finish Co Hartford  Cable—Asbestos Insulated
Blueprints and Photostats Torrington  Brown Hartford	Charles Parker Company The Victors Brass Foundry Inc	Meriden Guilford	Rockbestos Products Corp New Haven
Bollers Bigelow Co The New Haven	American Brass Company The Plume & Atwood Mfg Co The	Waterbury (to order)	General Electric Company Bridgeport
General Electric Company (Residential oil and gas fired steam and hot water) Bridgeport	Rostand Mfg Co The (Eccl Wares)	Waterbury	General Electric Company Bridgeport
Bolts and Nuts Clark Brothers Bolt Co Milldale	Scovill Manufacturing Company	(to order) Waterbury 91	General Electric Company Bridgeport
Atrax Company The (solid carbide) Newington  Box Board	Western Brass Mills Div Olin I ical Corp Brass Mill Produc	New Haven	Cages Andrew B Hendryx Co The (bird and animal) New Haven
Bird & Son Inc New Britain Federal Paper Board Co Inc Montville, New Haven & Versailles Lydall & Foulds Paper Co The Manchester	American Brass Company The Bridgeport Brass Co Chase Brass & Copper Co Plume & Atwood Mfg Co The	Waterbury Bridgeport Waterbury Thomaston	Cams  American Cam Company Inc Hartford Hartford Special Machinery Co The Hartford
Obertson Paper Box Co Montville Jair Company Inc Robert Montville New Haven Board and Carton Co The New Haven	Scovill Manufacturing Company Western Brass Mills Div Olin ical Corp Breathing Equipm	Mathieson Chem- New Haven	Rowbottom Machine Company Inc Waterbury  Cams, 2 Dimensional  Mallory Industries, Inc. West Hartford Parker-Hartford Corporation  Hartford
Bird & Son Inc (corrugated, solid fibre, cleated	Cycle-Flo Company The  Brick-Building	Milford	Cams, 3 Dimensional Mallory Industries, Inc. West Hartford
containers)  Connecticut Container Corporation New Haven Gair Company Inc Robert (corrugated and	Donnelly Brick Co The  Bricks—Fire  Howard Company	New Britain New Haven	Parker-Hartford Corporation Hartford Canvas Products
solid fibre shipping containers)  Merriam Mfg Co (steel cash, bond, security, fitted tool and tackle boxes)  Middletown Mfg Co (metal)  Middletown	Mullite Refractories Co The  Bright Wire Goo  Sargent & Company (Screw Eye Cup Hooks, Hooks and Eye	es, Screw Hooks,	F B Skiff Inc Hartford  Capacitors  Electro Motive Mfg Co Inc The (mica & trim
Warner Bros Co The (Acetate, Paper, Acetate and Paper Combinations, Counter Display, Setup) Bridgeport	Broaching	New Haven	Carbide Drawing Dies State Products Co (eyelet special shape dies)
Boxes and Crates City Lumber Co of Bridgeport Inc The Bridgeport	Hartford Special Machinery Co Bronze & Aluminum ( Charles Parker Co	Castings Meriden	Oakville  Carbide Shape Dies  Thomaston Tool & Die Co (any form)
Leshine Carton Co Branford	Knapp Foundry Company Inc chined)  Bronze Sand Cast	Guilford	Carbide Tools
Boxes-Metal Merriam Mfg Co (Bond and Security, Cash and Utility, Personal Files and Drawer Safes) Durham	Bridgeport Deoxidized Bronze		Atrax Company The (solid) Newington Precision Tool & Die Co Waterburg  Carbon Pile Type Resistors
Scovill Manufacturing Company (aluminum, brass, bronze, copper-cosmetic, drug, hair pin, ointment, pill, powder, rouge, vanity) Waterbury	Fuller Brush Co The  Buckles	Hartford	Engineered Metals Mancheste  Card Clothing  Standard Card Clothing Co The (for textile
Boxes—Paper—Folding Atlantic Carton Corp Bridgeport Paper Box Co Bridgeport	B Schwanda & Sons G E Prentice Mfg Co The Hawie Mfg Co The North & Judd Manufacturing C	Staffordville Kensington Bridgeport New Britain	mills) Stafford Spring  Card Indexes  Wassell Organization Inc  Carpenter's Tools
Carpenter-Hayes Paper Box Co Inc East Hampton Curtis & Sons Inc S Sandy Hook	Patent Button Co The Risdon Manufacturing Co John	Waterbury n M Russell Div Naugatuck	Sargent & Company (Planes, Squares, Plum Bobs, Bench Screws, Clamps and Saw Vices New Have
Folding Cartons Incorporated (paper, folding) Versailles Gair Company Inc Robert Montville H J Mills Inc Bristol	Apothecaries Hall Company The Hubbard Hall Chemical	Division Company	B F Goodrich Sponge Products Division Shelto
National Folding Box Co Div Federal Paper Board Co Inc (paper folding)	Lea Mfg Co	Waterbury Waterbury	B F Goodrich Sponge Products Division Shelto Carpets and Rugs
New Haven and Versailles New Haven Board and Carton Co The New Haven	City Lumber Co of Bridgeport		Bigelow-Sanford Carpet Co Thompsonvill
Robertson Paper Box Co Warner Bros Co The Bridgeport	Plume & Atwood Mfg Co T		Bassick Company The (Industrial and General Bridgepor
Bridgeport Paper Box Co Heminway Corporation The  Bridgeport Waterbury	lighting)  Burners—Autom	Thomaston	George P Clark Co Windsor Lock
H J Mills Inc Strouse Adler Company The Bristol New Haven	Peabody Engineering Corporation  Burners—Coal and	on Stamford	Connecticut Foundry Co (grey iron)  Rocky M
Braid—Elastic & Non-elastic	Peabody Engineering Corporati	on (Combined) Stamford	Connecticut Malleable Castings Co (malleab
Essex Mills Inc Essex  Brake Cables Eis Manufacturing Co Middletown	Peabody Engineering Corpora nace)	tion (Blast Fur- Stamford	Charles Parker Company The (brass, bronz aluminum) Meride Ductile Iron Foundry Inc Stratfor
Brake Linings Raybestos Division of Raybestos-Manhattan Inc (Automotive and Industrial) Bridgeport	Burners—Gas and Peabody Engineering Corporati	i Oii	Eastern Malleable Iron Company The (mall able iron, metal and alloy) Naugatu Farrel-Birmingham Company Inc Nodular, Iron, Steel) Anson
Russell Míg Co The (all types) Middletown  Brake Service Parts  Eis Manufacturing Co Middletown	Burners—Refine Peabody Engineering Corporati Oil)	егу	H R Engineering Laboratories Inc (ce trifugal steel mold) East Hadda Hartford Electric Steel Corp The (stainle
Brass & Bronze American Brass Co The (sheet, wire, rods,	Abbott Ball Co The (Burnish	ning Barrells and	Plainville Casting Company (gray, alloy as high tensile irons)  Hartfo
tubes)  Bridgeport Rolling Mills Company (coil, sheet, strip)  Bridgeport Brass Company (sheet, rod, wire and	Burnishing Media) Pioneer Steel Ball Company other metallic shapes)	Hartford Inc (balls, cones, Unionville	Malleable Iron Fittings Co (malleable iron at steel) McLagon Foundry Co (grey iron) New Hav Newton-New Haven Co (zinc and alurainun
tubing) Bristol Brass Corp The (sheet, wire, rods) Bristol	Atrax Company The (carbide Pratt & Whitney Co Inc	Newington West Hartford	Nutmeg Crucible Steel Co (steel) Branfo Philbrick-Booth & Spencer Inc (grey iron)
Chase Brass & Copper Co Waterbury Miller Company The (phosphor bronze and brass in sheets, strips, rolls) Meriden Plume & Atwood Mfg Co The (sheet, wire,	Distribution Assemblies Dep	partment General Plainville	Producto Machine Company The Bridgero Scovill Manufacturing Company (Brass Bronze) Waterbury Tuyor & Seymour May Co. The Grave Ive
rod)  Scovill Manufacturing Company Waterbury 91 Seymour Mfg Co The (strip, sheet & wire)	B Schwanda & Sons Frank Parizek Manufacturing	Staffordville Co The Putnam	Turner & Seymour Mfg Co The (gray ire semi steel and alloy) Torringt Union Mfg Co (grey iron & semi steel) New Britz
Tinsheet Metals Co The (sheets and rolls) Waterbury	Patent Button Co The Scovill Manufacturing Compa Tack Fasteners)	Waterbury 91	Waterbury Foundry Company The (highway sash weights) Waterbu
Western Brass Mills Division of Olin Industries Inc (sheet, strip) New Haven	Waterbury Companies Inc (U Dress)	niform and Fancy Waterbury	Wilcox Crittenden & Co Inc (gray iron a brass) Middletov (Adv

	E IN CON	NECTICU
Castings—Investment Arwood Precision Casting Corp Groton Cement-filler	Bischoff Chemical Corporation (Peelable Plastic Coatings)	Copper Castings Knapp Foundry Company Inc Guilford
Clark Cast Steel Cement Company (iron) Clinton	Coll Winding Machines Boesch Mfg Co Inc Danbury	Copper Sand Castings Bridgeport Deoxidized Bronze Corp Bridgeport
Cements—Refractory Mullite Refractory Co The Shelton Centerless Grinding	Colls—Electric Bittermann Electric Company Canaan	Copper Sheets American Brass Company The Waterbur
Winsted Centerless Co Winsted Centers	Colls-Pipe or Tube National Pipe Bending Co The 160 River St New Haven	New Haven Copper Co The Seymon  Copper Shingles
Ready Tool Co The (anti friction, carbide tipped, high speed) Bridgeport Chain	Whitlock Manufacturing Co The Hartford  Cold Molded Electrical Insulation	New Haven Copper Co The Seymon  Copperware
Risdon Manufacturing Co John M Russel Div Naugatuck Turner and Seymour Mfg Co The (weldless,	Meriden Molded Plastics Meriden  Commercial Heat Treating	Bridgeport Brass Company (cooking utensils Bridgepor
sash, jack, safety, furnace, universal, lion and cable)  Chain—Bead	A F Holden Company The 52 Richard St West Haven Commercial Truck Bodies	American Brass Company The Bridgeport Brass Co Bridgeport Brass Co
Auto-Swage Products Inc Shelton Bead Chain Mfg Co The Bridgeport	Metropolitan Body Company Bridgeport  Compacts	Cord Russell Mfg Co The (marine & aero shock) Mideletow
Chain—Power Transmission and Conveying Whitney Chain Company Hartford Chairs	Scovill Manufacturing Company (powder and Vaterbury	Cords—Asbestos Insulated General Electric Company Bridgepoi
The Hitchcock Chair Company  Chemical Analysis State Testing Laboratory  Bridgeport	Pratt & Whitney Co Inc (Electro-limit and Air- O-Limit) West Hartford	Cords—Braided General Electric Company Bridgepo
Chemical Manufacturing Carwin Company The North Haven	Compressors  Norwalk Company Inc (high pressure air and South Norwalk	Essex Mills Inc Esse
Chemicals Apothecaries Hall Company Division The Hubbard Hall Chemical Company	Computers Newton Co The (electronic) Manchester	General Electric Company Bridgepo
Carwin Company The North Haven Macalaster Bicknell Company New Haven	Reflectone Corporation The Stamford  Concrete Products	General Electric Company  Cord Sets—Electric General Electric Company  Bridgepo  Bridgepo
MacDermid Incorporated Waterbury Naugatuck Chemical Division United States Rubber Co Naugatuck	Plastricrete Corp Hamden  Condenser and Heat Exchanger Tubes	Seeger-Williams Inc Bridgepo  Cork Cots
New England Lime Company Canaan Pfizer & Co Inc Chas Groton United States Chemical Corp (maintenance	Bridgeport Brass Company Scovill Manufacturing Company Waterbury	Sonoco Products Co (Climax-Lowell Div) Myst
and powdered hand soap, floor waxes, cleaners, disinfectants, fuel additives)  New Haven	Sonoco Products Co (Climax-Lowell Div) (Paper) Mystic	Wassell Organization Inc Westpo
Naugatuck Chemical Division United States Rubber Co (insecticides, fungicides, weed killers)	McNeal J D (Electrical and Electronic) New Haven	Conrugated Box Manufacturers Connecticut Container Corporation New Have Corrugated Containers Inc Hartfo
Foursome Manufacturing Co Bristol	Standish Associates Inc Stanley P Rockwell Co Inc The (Consulting) 296 Homestead Ave Hartford	Connecticut Container Corporation New Have Connecticut Corrugated Box Div Robert Gair (
Chromium Plating Chromium Corp of America Chromium Process Company The Shelton	Pratt & Whitney Co Inc West Hartford	D L & D Container Corp 87 Shelton Ave New Have
City Plating Works Inc Bridgeport  Chucks  Cushman Chuck Co The Hartford	Laurel Mfg Co Inc (Precision Production Small Parts) Plainville	Cosmetic Containers  Eyelet Specialty Co The Waterbu  Plume & Atwood Mfg Co The (metal)
Horton Chuck Div The E Horton & Son Com- pany Windsor Locks Jacobs Manufacturing Co The West Hartford	Malleable Iron Fittings Company Charles Parker Co  Contract Manufacturers  Branford Meriden	Scovill Manufacturing Company Thomaste Waterbu
Union Manufacturing Company  Chucks—Drill  Jacobs Manufacturing Co The  West Hartford	Fenn Mfg Co The (Precision Machine Work) Newington Greist Mfg Co The (metal parts and assemblies)	J B Williams Co The Glastonbu
Cushman Chuck Co The Hartford	503 Blake St New Haven Merriam Mfg Co (production runs—metal boxes and containers to specifications) Durham	Cotton and Asbestos Wicking Bland Burner Co The Hartfo
Union Mfg Co Horton Chuck Div The E Horton & Son Com- pany Windsor Locks	Charles Parker Co (sheet metal fabricators) Meriden Plume & Atwood Mfg Co The (metal parts	Veeder-Root Inc Hartfo
Cushman Chuck Co The Hartford Union Manufacturing Company New Britain	and assemblies)  Scovill Manufacturing Company (metal parts and assemblies)  Waterbury 91	Scovill Manufacturing Company (bose as tube) Waterbu
Circuit Breakers Circuit Protective Devices Dept., General Electric Co. Plainville	J H Sessions & Son Bristol  Controllers	Farrel-Birmingham Company Inc (Stone at Anson
Corley Co Inc The Plainville	Bristol Company The Waterbury Manning Maxwell & Moore Inc  Controls—Remote	Cups—Paper Continental Can Co Paper Container Div
Howard Company (Fire Howard "B" and High Temperature Dry) New Haven	Panish Controls (Remote Controls for Marine & Aeronautic Applications) Bridgeport	Kensington Cushloning for Packaging
Enthone Inc (Industrial) New Haven  Cleansing Compounds	Sperry Products Inc Danbury	B F Goodrich Sponge Products Division Shelt Gilman Brothers Co The Gilman
MacDermid Incorporated Waterbury  Clock Mechanisms	Converters DC to AC Electric Specialty Co Stamford	Dextone Co The Cut Stone New Have
Lux Clock Mfg Co The Waterbury  Clocks  E Ingraham Co The Bristol	Conveyer Systems  Hayes-Te Equipment Corp Connecticut Conveyor Division (Conn-Veyor) Unionville	Atrax Company The (solid carbide) Newingt Barnes Tool Company The (pipe cutters, han
Seth Thomas Clocks United States Time Corporation The Waterbury	Leeds Conveyor Mfg Co The Production Equipment Co  East Haven Meriden	Mitrametric Co The (ground pinion)  Torringt
Clocks—Alarm Lux Clock Mfg Co The Waterbury Clocks—Automatic Cooking	American Brass Corp The (sheet, wire, rods, tubes) Waterbury	Pratt & Whitney Co Inc (Milling Cutters : types) West Hartfo
Lux Clock Mfg Co The Clutches Snow-Nabstedt Gear Corp The New Haven	Bridgeport Brass Company (sheet, rod, wire and tubing) Bristol Brass Corp The (steel) Bristol	Bartholomew Co H I Bris
Clutch Facings Raybestos Division of Raybestos-Manhattan Inc	Chase Brass & Copper Co (sheet, rod, wire tube) Waterbury Thinsheet Metals Co The (sheets and rolls)	Sirocco Screenprints New Hav
(Molded, Woven, Semi-metallic and Full- metallic) Bridgeport Russell Mfg Co The (all types) Middletown	Western Brass Mills Div Olin Mathleson Chemical Corp New Haven	Deep Hole Drilling & Reaming Hamden Deep Hole Drilling Co Hamd Wilson Arms Co The Hartfo

#### T ' ECTICU D 0

Electric Woven Heating Elements
Guilford Corley Co Inc The Stanley Pressed Metal New Britain Plainville Pre-Fab Heating Co Inc Delayed Action Mechanism
M H Rhodes Inc
R W Cramer Company Inc The Co Electrical Conduit Fittings & Grounding Townsend Mfg Co The H P Hartford Specialties Gillette-Vibber Company The Elmwood New London Howe & Fant Inc (Turret Type) Demineralizers Crystal Research Laboratories **Electrical Connectors** Hartford Burndy Engineering Co Inc Norwalk East Norwalk Design Design Designers for Business and Industry (appearance-product) New Haven Pratt & Whitney Co Inc (Deep Hole)
West Hartford Electrical Control Apparatus Plainville Electrical Products Co The Plainville Drilling and Tapping Machinery Hartford Special Machinery Co The Hartford Design & Drafting Service Smith & Winchester Mfg Co The **Electrical Goods** A.C. Gilbert Co. New Haven South Windham Drop Forgings Atwater Mfg Co Billings & Spencer Co The Consolidated Industries Wilcox Crittenden & Co Inc Plantsville Hartford **Electrical Motors** Development Work Saybrook Manufacturing Inc Electrical Specialty Co
U S Electrical Motors Inc Old Saybrook West Cheshire Middletown Milford Diamonds—Industrial Electrical Recorders Hartford Druggists' Rubber Sundries
Seamless Rubber Company The New Haven Bristol Co The Waterbury Dictating Machines Electrical Relays and Controls Allied Control Co Dictaphone Corporation
Gray Manufacturing Company The
SoundScriber Corporation The Bridgeport Hartford Duplicating Machines—Automatic Pratt & Whitney Co Inc West H Plantsville New West Hartford Electrical Switchboards
Plainville Electrical Products Co 7 Duplicator Tables
Regent Machine Co C & F Tool & Die Corp Bridgeport Bridgeport Pneumatic Applications Co Simsbury Mt Vernon Die Casting Co Newton-New Haven Co Inc McNeal J D Elastic Narrow Fabric Essex Mills Inc Stamford New Haven New Haven Electric Cables
General Electric Company (for residential, commercial and industrial applications)
Bridgeport Die Casting Dies
ABA Tool & Die Co
Eastern Machine Screw Corp The
Barclay Sts
Parker-Hartford Corporation
Weimann Bros Mfg Co The Electrical Wiring Systems Wiremold Co The Manchester Hartford New Haven Hartford Derby Electronic Parts Rockbestos Products Corp (asbestos insulated) New Haven Terryville Manufacturing Co (Stampings to customer specifications)

Terryville Die Heads—Self Opening
Eastern Machine Screw Corp The
Geometric Tool Division, Greenfield Tap & Die
New Haven Electric-Cummutators & Segments
Cameron Elec Mfg Co The (rewinding motors)
Ansonia Electronics

Gray Manufacturing Company
McNeal J D
Middletown Mfg Co (metal cabinets, chassis panels, brackets, cases)
Newton Co The
Ripley Co
Sturrup Larabee & Warmers Inc
Middletown Electric Cord Springs Bristol Spring Manufacturing Co Die Polishing Machinery Hartford Special Machinery Co The Plainville Electric Cords
General Electric Company Bridgeport
Rockbestos Products Corp (asbestos insulated)
New Haven Pratt & Whitney Co Inc (Precision)
Producto Machine Company The Bridgeport
Union Mfg Co (precision, steel and semi-steel)
New Britain Electroplating
City Plating Works Inc
National Sherardizing & Machine Co
Waterbury Plating Company Hartford Waterbury Electric Eye Control Ripley Company Inc Middletown Electroplating—Equipment & Supplies Apothecaries Hall Company Division The Hubbard Hall Chemical Company Waterbury Pratt & Whitney Co Inc Rockbestos Products Corp (asbestos insulated) West Hartford Dies
Allstate Steel Rule Die Mfrs. (steel rule, cutting & blanking)
Hoggson & Pettis Mfg Co The
Waterbury
141 Brewery St
New Haven New Haven Comco Inc Div of Enthone Inc Lea Manufacturing Co The MacDermid Incorporated New Haven Waterbury Waterbury Electric Hand Irons
Winsted Hardware Mfg Co (trade mark "Durabilt")
Winsted Mitrametric Co The (ground for gears)

Torrington Electroplating Processes & Supplies
one Inc
ed Chromium Incorporated
Waterbury Enthone Inc United Chromium Incorporated Parker-Hartford Corporation (plastics and die Hartford Electric Heating Elements Hartford Element Co Electrotypes

ADS Inc Div CSW Plastic Types Inc Hartford
Barnum-Hayward Electrotype Co Inc
New Haven

Twkwood Sons Inc Wm H
Hartford
Div Electrographic Corp Hartford castings) Hartford
Pratt & Whitney Co Inc (Monocone and Ducone
Dies) West Hartford Electric Ignition Harnesses Electric Company General Electric Bridgeport Dies & Die Cutting
Allstate Steel Rule Die Mfrs. (cutting, creasing, perforating, steel rule) Waterbury
Douglas Co Geo M New Haven
Tsingris Die Cutting Corp. (customers' material or printed matter) Waterbury Lockwood Sons Inc Wm H Hartford New Haven Electrotype Div Electrographic Corp New Haven Electric Insulation Case Brothers Inc Manchester Stevens Paper Mills Inc The Windsor Tsingris Die Cutting Corp. (die cutting) Waterbury Eastern Elevator Co (passenger and freight)
New Haven
Hartford Elevators Display Containers

National Folding Box Co Div Federal Paper
Board Co Inc (folding paperboard)

New Haven and Versailles Electric Lighting Fixtures
Mfg Co (residential, church, post
Plainville Fan-Craft Mfg Co (resident lanterns)
Plume & Atwood Mfg Co The Wasley Products Inc Design & Production
Bloomfield Waterbury Plating Company Displays—Design Ad-Craft Displays, Inc. Stifel & Kufta Plainville Electric Motor Controls Arrow-Hart & Hegeman Electric Co Th New Britain Enamels & Lacquers

Dobbs Chemical Co The (industrial finishes to customers' specifications) New Haven Hartford Displays—Metal

Durham Mfg Co The (Designing & Mfg to customers' specifications)

Merriam Mfg Co (Contract Work to Individual Specifications)

Parsons Co Inc W A (custom designed) Electric Signs Berger Sign Co End Milling Cutters
Pratt & Whitney Co Inc West Hartford Hartford Electric Switches
Arrow-Hart & Hegeman Electric Co The
Hartford End Mills Atrax Company The (solid carbide) Newington Distribution Centers
Distribution Assemblies Department, General Plainville **Electric Time Controls** Pratt & Whitney Aircraft Div United Aircraft Corp (aircraft) East Hartford Cramer Controls Corporation The Centerbrook **Door Closers** Sargent & Company Yale & Towne Mfg Co The

Electric Underfloor Duct System General Electric Company Bridgeport

General Electric Company Bridgeport Rockbestos Products Corp (asbestos insulated) New Haven

Electric Wiring Devices
Arrow-Hart & Hegeman Electric Co The
Hartford

Stamford

Hartford

Hartford

West Hartford

Bilco Co The (metal, residential and commercial)
West Haven

**Dowel Pins** 

Drafting Accessories

Allen Manufacturing Co The Holo-Krome Screw Corp The

Joseph Merritt & Co

Hartford

Hartford

Kensington

Bridgeport

(Advt.)

Envelopes

**Environmental Testing** 

Curtis 1000 Inc United States Envelope Company Hartford Division

State Testing Laboratory

Envelopes-Stock and Special Continental Can Co Paper Container Div

Extractors—Tap
West Hartford Walton Company Extruders and Accessories
Standard Machinery Co The (for the Wire and Cable Mfrs)
Mystic Cable Mirs)

Eyelets
American Brass Company The
Mark Eyelet & Stamping Co (small—metal
...

Wolcott Mark Eyelet & Stamping Co (small—metal stampings)
Platt Bros & Co The P O Box 1030 Waterbury Plume & Atwood Mfg Co The Scovill Manufacturing Company Stevens Co Inc
Eyelets, Ferrules and Wiring Terminals
American Brass Company The Waterbury Companies Inc
Eyelets, Ferrules and Wiring Terminals
Waterbury Companies Inc
Eyelet Metalve Parketter
Waterbury Waterbury Waterbury Eyelet Machine Products
American Brass Company The
Ball & Socket Mfg Co The
Cold Forming Mfg Co The
Plume & Atwood Mfg Co The
Stevens Co Inc
Waterbury Companies Inc Waterbury West Cheshire Waterbury Thomaston Waterbury Fabricators Scovill Manufacturing Company brass, bronze, copper, steel) (aluminum, Waterbury Fabrics ne (Teflon for high tempera Russell Mfg Co The ture bearings, bakelite impregnated and aero ski surfaces) Middletown Fan Blades Fan Blades
Torrington Manufacturing Company The
Torrington Fancy Dress Buttons and Buckles Waterbury Waterbury Fans-Electric
General Electric Company Bridgeport General Electric Company

Fasteners—Aircraft
Scovill Manufacturing Company

(PANELOC Waterbury Aircraft Fasteners)

Fasteners—Laundry Proof
Scovill Manufacturing Company (GRIPPER
Waterbury snap fasteners)
Fasteners—Silde & Snap
G E Prentice Mfg Co The
Scovill Manufacturing Company (GRIPPER
zippers and GRIPPER snap fasteners)
Waterbury Felt Auburn Manufacturing Company The (mechanical, cut parts) Middletown Auburn Manutacturing Company
cal, cut parts)
Drycor Felt Company (paper makers and industrial)
Staffordville
Tsingris Die Cutting Corp. (die cutting)
Waterbury Felt—All Purpose

American Felt Co (Mill & Cutting Plant)

Glenville

Chas W House & Sons Inc (Mills & Cutting Unionville Plant)
Tsingris Die Cutting Corp. (die cutting)
Waterbury Fenders—Boat

B F Goodrich Sponge Products Division Shelton
Fiber-glass Fabrication
Davis Co The E J West Haven
Tsingris Die Cutting Corp. (mat. sales, die cutting)

Fibre Roard

Waterbury Fibre Board

Bird & Son Inc
Case Brothers Inc
Colonial Board Company
C H Horton Co The
Stevens Paper Mils Inc The
File Cards New Britain Manchester Manchester North Westchester Windsor Stevens Paper Mills the Cards
File Cards
Standard Card Clothing Co The
Stafford Springs Filing Equipment
Wassell Organization Inc
Films Cine-Video Productions Milford
Finger Nall Clippers
H C Cook Co The 32 Beaver St Ansonia
Firearms
Colt's Patent Fire Arms Mfg Co Inc Hartford
Junior Screw Machine Products Inc
West Haven
New Haven

Marlin Firearms Co The
O F Mosberg & Sons Inc
Remington Arms Company Inc
Arms and Ammunition Div
Chemical Corp

West Haven
New Haven
New Haven
New Haven Fire Alarm Systems Fire-Lite Alarms Inc New Haven Fire Hose Fabrics Fire Hose (municipal and industrial)
Sandy Hook

Fireplace Goods
American Windshield & Specialty Co The
881 Boston Post Road Milford
fohn P Smith Co The (screens) 423-33 Chapel
St New Haven Fireproof Floor Joists
Dextone Co The New Haven

Fireworks M Backes' Sons Inc Wallingford H C Cook The 32 Beaver St Ansonia Flashlights
Bridgeport Metal Goods Mfg Co
Electrical Div Olin Mathieson Che Bridgeport emical Corp New Haven

Flat Springs Bristol Spring Manufacturing Co Gemco Manufacturing Co Inc Southington Flexible Shaft Machines
Pratt & Whitney Co Inc We

Floor & Ceiling Plates
Beaton & Cadwell Mfg Co The New Britain 6 & Cadwell Mtg Co Line
Fluorescent Lighting Equipment
Norwalk Fullerton Manufacturing Corp Norwalk Vanderman Manufacturing Co The Willimantic Wiremold Company The Hartford

Foam Rubber
Armstrong Rubber Company The
West Haven B F Goodrich Sponge Products Division Shelton

B F Goodrich Sponge Products

Forgings

Atwater Manufacturing Company
Billings & Spencer Company
Capewell Manufacturing Company
Clark Brothers Bolt Co
Consolidated Industries Inc
Heppenstall Co (all kinds and shapes)

Bridgeport

Non-ferrous) Scovill Manufacturing Company (Non-ferrous) Waterbury 91

Connecticut Malleable Castings Co (malleable iron castings) Iron Castings Iron Castings Iron Castel-Birmingham Company Inc (Iron and Castel) Steel)
Hartford Electric Steel Corp The Hartford
Charles Parker Company The (brass, bronze,
Meriden Ansonia Hartford Charles Parker Company The (Grass, Meriden Aluminum)
Plainville Casting Company (gray, alloy and high tensile irons)
Producto Machine Company The Bridgeport
Smith & Winchester Mfg Co The South Windham

Smith & Winchester Mfg Co The
South Windham
Turner & Seymour Mfg Co The (gray, iron, semi steel and alloy)
Union Mfg Co (gray iron & semi steel)
New Britain

Wilcox Crittenden & Co Inc (iron, brass, aluminum and bronze) Middletown Fountain Pens and Mechanical Pencils Waterman Pen Company Inc

John P Smith Co The 4 423-33 Chapel St Peck Spring Co Four Slide Forms

Plainville Peck Spring Co
Frames—Hack Saw
Thompson & Son Co The Henry G
New Haven

Fuel Oil Pump and Heater Sets Peabody Engineering Corporation S Stamford Furnaces Norwalk Airconditioning Corp The oil fired)

South Norwalk Gage Blocks Pratt & Whitney Co Inc (Alloy steel and Carbide, Hoke and USA) West Hartford

Malleable Iron Fittings Co Wilcox Crittenden & Co Inc Branford Middletown

Wilcox Crittenden & Coante Gaskets Auburn Manufacturing Company The (from all Middletown materials) Middletown Raybestos Division of Raybestos Manhattan Inc Bridgeport materials) Waterbury Tsingris Die Cutting Corp (from all

Gaskets-Insulation American Felt Co Glenville
Tsingris Die Cutting Corp. (thermal, acoustical, die cutting)

Waterbury

Gas Range Conversion Burner Holyoke Heater Corp of Conn Inc Hartford Gas Scrubbers, Coolers and Absorbers
Peabody Engineering Corporation Stamford Gauges

Bristol Co The (pressure and vacuum-recording automatic control)
Helicoid Gage Division American Chain & Cable Co The (pressure and vacuum) Manning Maxwell & Moore Inc Stratford
Pratt & Whitney Co Inc (Precision Measurement all types) West Hartford

Mitrametric Co The (blanked fine pitch) Torrington

Gears and Gear Cutting Farrel-Birmingham Company Inc Fenn Mfg Co The Hartford Special Machinery Co The United Gear & Machine Co Ansonia Glass Blowing
rnco Sign Co (scientific apparatus) Meriden
lacalaster Bicknell Company New Haven

Glass Cutters
Fletcher-Terry Co The Forestville Tavano Mfg Co Torrington

Gold & Silver Plating
Donham Craft Inc (on metals & plastics)

Golf Equipment
Horton Mfg Co The (clubs, shafts, balls, Bristol

A D Steinbach & Sons Inc New Haven

Farrel-Birmingham Company
Cylindrice 1 Company Inc (Roll and Farrel-Birmingnam Company Inc (Roll and Cylindrical)
Hartford Special Machinery Co The (gears, threads, cams and splines)
Horberg Grinding Industries Inc (Precision custom grinding; centerless, cylindrical, surfaces, Internal and special)

19 Staples St Bridgeport

Pratt & Whitney Co Inc (Pneumatic, High Speed) West Hartford

Grinding Machines
Farrel-Birmingham Company Inc (Roll) Pratt & Whitney Co Inc (Surface, Die, Gear and Cutter Grinders) West Hartford Rowbottom Machine Company Inc (cam) Waterbury

Grommets American Brass Company The Plume & Atwood Mfg Co The Waterbury

Ground Rubber Rolls Old Saybrook Saybrook Manufacturing Inc

Guards for Machinery Wheeler Co The G E New Haven

Hack and Band Saw Blades Capewell Manufacturing Co The

Hair Hygiene Preparations
Parker Herbex Corporation Hammers—Carpenters and Machinists
Capewell Manufacturing Company Har Hartford

Hand Tools

Hand Tools

Billings and Spencer Company (wrenches sockets and shop tools)

Bridgeport Hdwe Mfg. Corp The (nail pullers, scout axes, box opening tools, towels, coping saws, putty knives)

Bridgeport

Wilson Mechanical Instrument Div Chain & Cable Company Inc Bridgeport

Hardware
Bassick Company The (Automotive)
City Lumber Co of Bridgeport Inc Bridgeport Bridgeport Gordon Associates
Harlock Products Corp
Bargent & Company
Wilcox Crittenden & Co Inc
and industrial)
Yale & Towne Mfg Co The

Bridgeport
New Haven
New Haven
(marine heavy
Middletown
Stamford

Hardware-Marine & Bus Rostand Mfg Co The Milford

Hardware—Trailer Cabinet Excelsion Hardware Co The

Excelsior Hardware Co ....

Hardware, Trunk & Luggage
Corbin Cabinet Lock Div American Hardware
New Britain
Bristol Corp J H Sessions & Son Yale & Towne Mfg Co The

Hat Machinery Doran Bros Inc Danbury

Health Surgical & Orthopedic Supports Berger Brothers Company The (custom made for back, breast and abdomen) New Haven

Electroflex Heat Inc Hartfor
Safeway Heat Elements Inc (woven wire re
sistance type) Middletow Hartford

Heat Exchangers Whitlock Manufacturing Co Hartford

Whitlock Manufacturing

Heat Treating

Bennett Metal Treating Co The
1045 New Britain Ave Elmwood
Commercial Metal Treating Co Bridgeport
New Britain-Gridley Machine Division
The New Britain Machine Co New Britain
Skene Co Inc The William A (metals)
Bridgeport

Stanley P Rockwell Co Inc The 296 Homestead Ave Hartford (Advt.)

Heat-Treating Equipment arnes Co The Wallace Div Associated Spring	Instalment Payment Books Wassell Organization Inc Westport	Lathes—Vertical Turret Bullard Company The (single spindle)
Corp Bristol auer & Company Inc Hartford	Insulated Wire & Cable General Electric Company (for residential com-	Bridgeport Lead Plating
olock Inc (Retorts, Muffles, etc.) Fairfield tanley P Rockwell Co Inc The (commercial) 296 Homestead Ave Hartford	mercial and industrial applications) Bridgeport Kerite Company The Seymour	Christie Plating Co The Groton Leather
Heat Treating Fixtures colock Inc (Trays, Baskets, etc.) Fairfield Viretex Mfg Co Inc Bridgeport	Insulated Wire & Cable Machinery Davis Electric Company Wallingford	Norwich Leather Co Norwich Herman Roser & Sons Inc (Genuine Pigskin) Glastonbury
Heat Treating Salts and Compounds  Sitchell-Bradford Chemical Co Bridgeport	Instruments Bristol Company The Waterbury J-B-T Instruments Inc (Electrical and Tem-	Andrew B Hendryx Co The New Haver The Smith-Worthington Saddlery Co Hartford
Heaters-Electric General Electric Company Bridgeport	perature)  Manning Maxwell & Moore Inc Stratford Pratt & Whitney Co Inc (Precision Measuring)	G E Prentice Mfg Co The Kensington
Heating and Cooling Coils  & O Manufacturing Co New Haven	Integrators Reflectone Corporation The Stamford	Leather, Mechanical Auburn Manufacturing Company ings, cubs, washers, etc) The (pack Middletows
Heating Elements  Iartford Element Co  Hartford	Inter-Communications Equipment Connecticut Telephone & Electric Corp	Letterheads Lehman Brothers Inc (designers, engravers
Heavy Chemicals  augatuck Chemical Division United States Rubber Co (sulphuric, nitric and muriatic acids and aniline oil)	Interval Timers Lux Clock Manufacturing Company Rhodes Inc M H  Meriden Waterbury Hartford	lithographers) New Haves  Levels—Machinist's Precision  Bullard Company The Bridgepor
Heavy Machinery	Case Brothers Inc Manchester	Light Assemblies Saybrook Manufacturing Inc Old Saybrool
South Windham  Hex-Socket Screws	J H Sessions & Son Bristol	Lighting Accessories—Flourescent General Electric Company Bridgepor
Bristol Company The Waterbury Holo-Krome Screw Corp The West Hartford High Frequency Alternators	Moore Special Tool Co (Moore) Pratt & Whitney Co Inc  Bridgeport West Hartford	Fullerton Manufacturing Corp Norwal Miller Co The (Miller, Duplexalite, Iyanhoe
Electric Specialty Co Stamford Highway Guard Rail Hardware	Jigs, Fixtures & Gages Federal Machine & Tool Co Bristol	Lines—Braided
Malleable Iron Fittings Co Branford Hinges	Jig Grinder Moore Special Tool Co (Moore) Bridgeport	Essex Mills Inc Esse  Lime  New England Lime Company Canaa
Homer D Bronson Company Beacon Falls Hobs and Hobbings	Keller Machines Pratt & Whitney Co Inc West Hartford	Lipstick Cases Scovill Manufacturing Company Waterbur
ABA Tool & Die Co Manchester Parker-Hartford Corporation Hartford Pratt & Whitney Co Inc (Die and Thread mill- ling) West Hartford	Sargent & Company Yale & Towne Mfg Co The  New Haven Stamford	Lipstick Containers Bridgeport Metal Goods Mfg Co Plume & Atwood Manufacturing Co Waterbur
Holsts and Trolleys Union Mfg Company New Britain	J & J Cash Inc (Woven) South Norwalk Naugatuck Chemical Division United States Rubber Co (for rubber articles) Naugatuck	O'Toole & Sons Inc T Stamfor
Hose Fittings Don Mfg Co J M Scovill Manufacturing Company  Naugatuck Waterbury	Label Moisteners Better Packages Inc Shelton	Kellogg & Bulkeley A Division of Connectic Printers Inc Hartfor Lehman Brothers Inc New Have
Hose-Flexible Metallic American Brass Co American Metal Hose Branch Waterbury	Laboratory Equipment Eastern Industries Inc New Haven	A D Steinbach & Sons New Have  Locks—Banks
Hose Supporter Trimmings Hawle Mfg Co The (So-Lo Grip Tabs)	Laboratory Supplies Macalaster Bicknell Company New Haven	Yale & Towne Mfg Co The Stamfor
Bridgeport  Hospital Signal Systems  Connecticut Telephone & Electric Corp	Laces American Fabrics Company The Wilcox Lace Corporation  Bridgeport Middletown	Sargent & Company Yale & Towne Mfg Co The  New Have Stamfo
Meriden  Hydraulic Brake Fluids	Laces and Nettings Wilcox Lace Corporation The Middletown	Excelsior Hardware Co The Stamfor Yale & Towne Mfg Co The Stamfor
Eis Manufacturing Co Middletown  Hypodermic Needles Roehr Products Company Waterbury	Lacquers & Synthetic Enamels Chemical Coatings Corporation Rocky Hill	Yale & Towne Mfg Co The Stamfor
Ice	I-Sis Chemicals Inc Stamford United Chromium Incorporated Waterbury	Locks-Suitcase and Trimmings Excelsior Hardware Co The Stamfo
Pure-Ice Oil Co Inc Kensington  Ice Buckets B F Goodrich Sponge Products Division Shelton	A W Flint Co  Ladders 196 Chapel St New Haven	Locks—Trunk Excelsior Hardware Co The Yale & Towne Mfg Co The Stamfo
Ice Vending Service Pure-Ice Oil Co Inc Kensington	Bridgeport Brass Company Bridgeport	Yale & Towne Mfg Co The Stamfo  Locks—Zipper  Excelsior Hardware Co The Stamfo
Impregnating American Metaseal Inc (metal, wood, etc.)	Lamps Plume & Atwood Mfg Co The (metal oil) Waterbury	Loom-Non-Metallic Wiremold Company The Hartfo
Hamden Industrial Chrome Plating	Lampholders—Incandescent and Flourescent General Electric Company Bridgeport	Lubricants—High Pressure Alpha Molykote Corp The Stamfo
Mirror Polishing & Buffing Co Waterbury  Industrial Displays	Lamp Shades Verplex Company The Essex	Lubricants—Extreme Temperatures Alpha Molykote Corp The Stamfo
Sansone Co S Frederick (Designers Builders and Counselors) Short Beach	Lanterns—Battery Operated Electrical Div Olin Mathieson Chemical Corp	Lubricating System-Mist Thompson & Son Co The Henry G
Chemical Coatings Corporation United Chromium Incorporated Rocky Hill Waterbury	New Haven  Lathes—Contin-U-Matic  Bullard Company The (vertical multi-spindle-	New Hav
Industrial Tools—Powder Actuated Remington Arms Company Inc Bridgeport	continuous turning type)  Lathes—Man-Au-Trol	City Lumber Co of Bridgeport Inc Bridgeport  Machetes Collins Company The Collinsvi
Cycle-Flo Company The Milford	Bullard Company The Bridgeport	Machine Design
Inks Waterman Pen Company Inc Seymour	Lathes—Mult-Au-Matic Bullard Company The (vertical multi-spindle-indexing type) Bridgeport	Black Rock Mfg Company The Bridgep Standish Associates Inc Fairfi Machine Shop Fabrication
Insecticides American Cyanamid Company Waterbury	Lathes—Toolroom and Automatic Pratt & Whitney Co Inc West Hartford	Smith & Winchester Mfg Co The South Windh

#### T ' S D ONNECTIC M A E T

Machine Tool Designers
New Britain Machines—Forming
A H Nilson Mach Co The (four-slide wire and Bridgeport Metal Formings Master Engineering Company Stanley Pressed Metal R & S Company West Cheshire New Britain Machine Tools Bullard Company The
Farrel-Birmingham Company Inc
Pratt & Whitney Co Inc
Producto Machine Company The
Bridgeport
Bridgeport
Bridgeport John McAdams & Sons Inc Metal Mouldings Norwalk Hamden Machines—Precision Boring
Britain-Gridley Machine Division
he New Britain Machine Co New Britain H C Cook Co The 32 Bes 32 Beaver St Ansonia Machine Tools
Victor Machine Tool Rebuilders Inc (scraping, fitting & aligning)

Bridgeport Metal Plating—Gold & Silver
Donham Craft Inc Thomaston Machines-Rolling Fenn Manufacturing Company The Metal Products—Stampings
American Brass Company The Waterbury
Plume & Atwood Manufacturing Co Machines—Slotting
Waterbury Farrel Foundry & Machine Co The (screw head) Waterbury Machine Work
Banthin Engineering Co
Black Rock Mfg Company The
Farrel-Birmingham Company Inc
Fenn Manufacturing Company The
Newington
Newington Machine Work Thomaston J H Sessions & Son Scovill Manufacturing Company (Made-to-Or-Waterbury 91 New Britain Machines—Spacing Table
Bullard Company The Bridgeport Stanley Pressed Metal Hartford Special Machinery Co The (contract Hartford work only)

Hartford

Wolcott

Wolcott Machines—Special Fenn Mfg Co The Fuller Brush Co The Metal Specialties Excelsion Hardware Co The Newington Hartford Stamford Moseley Metal Crafts Inc

Metal Stampings

American Brass Company The
Better Formed Metals Inc
DooVal Tool & Mfg Inc The
Excelsior Hardware Co The
Greist Mfg Co The 503 Blake St New Haven
H C Cook Co The 32 Beaver St Ansonia
Humason Mfg Co The
Ioma Tool Co
Mohawk Mfg Co (threaded)
J A Otterbein Company The
tions)

The

Materbury
Waterbury
Water National Sheradizing & Machine Co (joh) Hartford Hartford Hartford Machines—Swaging Fenn Manufacturing Company The Newington Parker-Hartford Corporation Hartford Swan Tool & Machine Co The Torrington Manufacturing Co The (special roll-ing mill machinery) Torrington Machines—Thread Rolling
Hartford Special Machinery Co The Hartford
Peterson Division, Mettler Machine Tool, Inc.
New Haven
New Haven Fenn Manufacturing Company The (special) Newington Waterbury Farrel Foundry & Machine Co The Waterbury Hallden Machine Company The (mill)
Thomaston Machines-Turks Head Torrington Manufacturing Co The (mill)
Torrington Fenn Manufacturing Company The Newington Machinery—Automatic

orineering Company (new and re
Bridgeport J A Otterbein Company The (metations)
J H Sessions & Son
Patent Button Co The
G E Prentice Mfg Co The
Plume & Atwood Mfg Co The
Saling Manufacturing Company
Stanley Pressed Metal
Swan Tool & Machine Co The
Terryville Manufacturing Co
Verplex Company The (Contract)
Waterbury Lock & Specialty Co The Machines-Wire Drawing Fenn Manufacturing Company Newington Banthin Engineering built) Machinery-Bolt and Nut Farrel Foundry & Machine Co The Waterbury Machining—Horizontal Boring
Tucker Machine Co North Haven Thomaston Unionville Manganese Bronze Ingot Whipple and Choate Company New Britain Hartford Terryville Essex Machinery—Cold Heading
Waterbury Farrel Foundry & Machine Co The
Waterbury Bridgeport Essex Milford Manicure Instruments W E Bassett Company Derby Sprague Meter Company Kilborn-Sauer Company (runni searchlights) Machinery Dealers & Rebuilders Bridgeport Botwinik Brothers
J. L. Lucas and Son
State Machinery Co Inc. New Haven Rhodes Inc M H (running lights hts and Fairfield Fairfield New Haven Hartford Marine Equipment Wilcox-Crittenden Div North & Judd Mfg Co Middletown Microfilming
American Microfilming Service Co.
New Haven Machinery—Extruding
Standard Machinery Co The Mystic Machinery-Metal-Working
Fenn Mfg Co The
Waterbury Farrel Foundry & Machine Co The
Waterbury
Pratt & Whitney Co Inc
West Hartford Marine Reserve Gears Snow-Nahstedt Gear Corp The Micro-Projectors
Kalart Co Inc The New Haven Plainville Marking Devices
Hoggson & Pettis Mfg Co The
Parker-Hartford Corporation (steel) John P Smith Co The 42 New Haven 423-33 Chapel St New Haven Machinery—Nut
Waterbury Farrel Foundry & Machine Co The
(forming and tapping) Waterbury Hartford Mill Machinery
Torrington Manufacturing Company The
Torrington Machinery—Screw and Rivet

Try Farrel Foundry & Machine Co The

Waterbury Marking Tools
Parker-Hartford Corporation Hartford Milling Machines
Pratt & Whitney Co Inc (Keller Tracer—
Controlled Milling Machines) West Hartford
Rowbottom Machine Company Inc (cam)
Waterbury Materials Handling Hayes-Te Equipment Corp Coveyor Division (Conn-Veyor)
Parsons Co Inc W A (tote pans) Machinery-Wire Drawing Newington Connecticut Con Unionville Durham Fenn Mfg Co The
Waterbury Farrel Foundry & Machine Co The
Waterbury Mats—Newspaper ADS Inc Div CSW Plastic Types Inc Lockwood Sons Inc Wm H Mill Products Scovill Manufacturing Company brass, bronze, nickel silver—sheet, tube) Hartford Hartford (aluminum. Machinery-Wire Straightening
Mettler Machine Tool Inc New Haven rod, wire, Waterbury will Supplies
Wilcox-Crittenden Div North & Judd Mfg Co
Middletown Machines

Campbell Machine Div American Chain & Cable
Co Inc (cutting & nibbling)

Coulter & McKenzie Machine Co The (special,
new development engineering design and con-Mattresses Waterbury Mattress Co Waterbury Parsons Co Inc W A (tool kits) Parsons Co Inc W A tion sales,

Metal Boxes and Displays

Durham Míg Co The (Designing & Míg to customers' specifications)

Merriam Míg Co (Bond, Security, Cash, Utility, Personal Files, Drawer Safes, Custombilt containers and displays)

Middletown Míg Co

Charles Parker Co (sheet metal fabricators)

Meriden Durham Millwork Hartford Hartford Builders Finish Co Bridgeport Waterbury Miniature Precision Connectors
Stamford Patent Button Company The Gorn Electric Co Machines Automatic
Globe Tapping Machine Co
A H Nilson Mach Co The (Special)
Standish Associates Inc
Bridgeport
Bridgeport
Fairfield Minute Minders Lux Clock Mfg Co The Waterbury Machines—Automatic Chucking
Bridgeport Metal Cleaners

Apothecaries Hall Company Division
The Hubbard Hall Chemical Company
Waterbury
New Haven
Waterbury Mirror Rosettes and Hangers Waterbury Companies Inc Waterbury Machines—Automatic

Bridgeport
New Britain-Gridley Machine Division
The New Britain Machine Co (multiple
spindle and double end)
New Britain
Pratt & Whitney Co Inc (Potter & Johnson)
West Hartford Eastern Industries Inc
Gabb Special Products Div The E Horton & Son Co Windsor Locks

Metal Finishes

Metal Finishing

New Haven

Bridgeport Waterbury

Hartford Hartford Waterbury

Enthone Inc Mitchell-Bradford Chemical Co United Chromium Incorporated

Hartford Industrial Finishing Co National Sheradizing & Machine Co Waterbury Plating Company

Mobile Radio Connecticut Telephone & Electric Corp

timing devices)

Fuller Brush Co The

Model Work

B & N Tool & Engineering Co (instruments and

Meriden

Oakville

(Advt.)

Machines—Brushing Fuller Brush Co The

Bullard Company The

Machines-Contin-U-Matic Company The (verticle multi-spindle-Bridgeport

Machines-Draw Benches
Fenn Manufacturing Company The Newington

Hartford

Motion Picture Equipment	Ovens-Electric	Phosphor Bronze
Calart Co Inc The (16mm Sound and Silent Projectors, Film Splicers & Rewinders) Plainville	Bauer & Company Inc Hartford  Package Sealers Better Packages Inc Shelton	American Brass Company The Waterbury Bridgeport Brass Company Bridgeport Miller Company The (sheets, strips, rolls)
Motor Control Centers  Distribution Assemblies Department, General Electric Co	Packaging & Packing Mercer & Stewart Co The Hartford	Seymour Mfg Co The Seymour Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury
Motor-Generator Sets lectric Specialty Co Stamford	Packing Auburn Manufacturing Company The (leather,	Western Brass Mills Div Olin Mathleson Chem- ical Corp (sheets, strip) New Haven
Motor Overload Protectors Products Inc Danbury	rubber, asbestos, fibre) Middletown Raybestos Division of Raybestos-Manhattan Inc (Asbestos and Rubber Sheet) Bridgenort	Whipple and Choate Company The Bridgeport  Photo Engraving
Motors-Electric Timing ramer Controls Corporation The Centerbrook	Tsingris Die Cutting Corp. (from all materials) Waterbury	Dowd Wyllie & Olson Inc Hartford Wilcox Photo Engraving Co Inc New Haven
ramer Controls Corporation The	Padlocks Sargent & Company Waterbury Lock & Specialty Co The Milford Yale & Towne Mfg Co Inc Stamford	Photofiash Batteries  Electrical Div Olin Mathieson Chemical Corp.  New Haven
Rectric Specialty Co Stamford  Moulded Plastic Products	Pads-Office	Photograph'c Equipment  Electrical Div Olin Mathieson Chemical Corr
Sutterfield Inc T F Naugatuck Patent Button Co The Waterbury Vaterbury Companies Inc Waterbury	The Baker Goodyear Company Branford  Paging Loudspeaker Systems	Kalart Company Inc Plainville Piano Repairs
Vatertown Mfg Co The 117 Echo Lake Road Watertown	Thomsen's Audio Co Stamford  Paints	Pratt Read & Co Inc (keys and action)  Ivoryton
Mouldings  Himmel Brothers Co The (architectural, metal and store front)  Hamden	Tredennick Paint Manufacturing Co The Meriden  Paints and Enamels	Pratt Read & Co (keys and actions, backs plates)  Pins
Moulds ABA Tool & Die Co Manchester Hoggson & Pettis Mfg Co The (steel)	Staminate Corp The New Haven	CEM Company ("Spirol") Danielson
114 Brewery St New Haven	Panelboards—Lighting and Distribution Distribution Assemblies Department, General Electric Co Plainville	Verplex Company The Esse:
Seton Name Plate Co (metal & plastic name plates and identification tags) New Haven	Leed Co The H A Hamden	American Brass Co The (brass and copper) Waterbur
Napper Clothing Standard Card Clothing Co The (for textile	Panta	Bridgeport Brass Co (brass and copper)  Bridgepor  Chase Brass & Copper Co (red brass and copper
mills) Stafford Springs  Nettings Wilcox Lace Corp The Middletown	Moore Special Tool Co (crush wheel dresser) Bridgeport	Howard Co (cement well and chimney) New Have
Newspaper Mats ockwood Sons Inc Wm H Hartford	Paperboard Federal Paper Board Co Inc Montville, New Haven & Versailles Gair Company Inc Robert Montville	Pipe Fitters Hand Tools Capewell Manufacturing Company Hartfor
Nickel Anodes  Apothecaries Hall Company Division The Hubbard Hall Chemical Company	Robertson Paper Box Co Montville New Haven Pulp and Board Co The New Haven	Corley Co Inc. Malleable Iron Fittings Co Pipe Plugs  Plainvil Branfor
Waterbury Nickel Silver	American Rondo Corporation	Holo-Krome Screw Corporation The (counte sunk) West Hartfor
American Brass Company The Bridgeport Brass Company Plume & Atwood Mfg Co The Waterbury Bridgeport Thomaston	(specialty partitions) Hamden  Paper Boxes  Atlantic Carton Corp (folding) Norwich	Pipe Plugs—Socketed Holo-Krome Screw Corp The West Hartfor
Seymour Míg Co The Seymour Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury	National Folding Box Co Div Federal Paper Board Co Inc (folding)	Pistols & Revolvers  Colt's Patent Fire Arms Mfg Co Inc Hartfor
Western Brass Mills Div Olin Mathieson Chem- ical Corp (sheet, strip) New Haven	New Haven & Versaille New Haven Board and Carton Co The New Haven Mills Inc H J Bristol	Plastic Coatings  Bischoff Chemical Corporation (Peelable Plast Coatings)  Ivoryto
Nickel Silver Ingot Whipple and Choate Company The Bridgeport	Robertson Paper Box Co (folding) Montville	Plax Corporation Bloomfie
Night Latches Sargent & Company Yale & Towne Mfg Co Inc  New Haven Stamford	Paper Boxes—Folding and Setup Bridgeport Paper Box Company M Backers' Sons Inc  Bridgeport Wallingford	Frank Parizek Manufacturing Co The Patent Button Co The West Willingto Waterbur
Non-ferrous Metal Castings Miller Company The Meriden	Paper Clips H C Cook Co The (steel) 32 Beaver St Ansonia	Plastic Extruders Jessall Plastics, Inc.  Kensingto
Charles Parker Co Meriden  Nuts, Bolts and Washers	Paper Mill Machinery Farrel-Birmingham Company Inc Ansonia	Jessall Plastics Inc Kensington
Clark Brothers Bolt Co Milldale  Office Equipment	Paper Tubes and Cores Sonoco Products Co (Climax-Lowell) Div	Plastic Fabrication Humphrey Fabricating Corporation Unionvi
Pitney-Bowes Inc Underwood Corporation Bridgeport & Hartford Wassell Organization Inc	Mystic Parachute Cord Essex Mills Inc Essex	Plastic Film & Sheet Materials Gilman Brothers Co The Gilm Plax Corporation Bloomfie
Offset Printing Kellogg & Bulkeley A Division of Connecticut Printers Inc Hartford	Parallel Tubes Sonoco Products Co (Climax-Lowell) Div	Plastic Lining Equipment Comco Inc Div of Enthone Inc New Hav
Miller Company The (domestic) Meriden	Mystic Parking Meters	Plastic Molders Plastic Molding Corporation Plastic Molding Butterfield Inc T F  Naugatu
Peabody Engineering Corp (Mechanical and/or Steam Atomizer) Stamford Silent Glow Oil Burner Corp The 1477 Park St Hartford	Rhodes Inc M H Hartford  Parts Scovill Manufacturing Company (ammunition,	U S Plastic Molding Corporation Wallingfor
Oil Tanks Norwalk Tank Co The (550 to 30M gals, underwriters above and under groutd)	electric instrument, electrical appliance, fountain pen, instrument, lighting fixture, ordance, etc.—blanked, stamped, formed, drawn, re-drawn, forged, screw machined.	Conn Plastics Waterbu Waterbury Companies Inc Waterbu Watertown Mfg Co The Waterbu
Whitlock Manufacturing Co The South Norwalk	drawn, re-drawn, forged, screw machined, headed, pointed, finished) Waterbury	Plastic Pipe and Fittings Comco Inc Div of Enthone Inc New Hay
Anderson Oil Co Inc F E Portland	Pattern-Makers Farrel-Birmingham Company Inc Ansonia	Plastic Printing Plates ADS Inc Div CSW Plastic Types Inc Hartfe
Open Knife Switches and Accessories Circuit Protective Devices Dept., General Electric Co. Plainville	Pattern Shop Smith & Winchester Mfg Co The South Windham	Lockwood Sons Inc Wm H Hartfe
Optical Cores & Ingots	Penlights	Electronic Rubber Co Stamfo

Penlights Bridgeport Metal Goods Mfg Co

Pet Furnishings
Andrew B Hendrix Co The New Haven

Bridgeport

Optical Cores & Ingots
Plume & Atwood Mfg Co The Thomaston

Otis Woven Awning Stripes
The Falls Company Norwich

Plastics
B F Goodrich Sponge Products Division Shelton
Naugatuck Chemical Division United States
Rubher Co
Naugatuck
(Advt.)

#### I T ' S MADEIN CONNECTICUT

B

Plastics Machinery Black Rock Mfg Company The Farrel-Birmingham Company Inc Ansonia	Presses—Power Pneumatic Applications Co The (modernization of presses through conversion to Wichita Air Clutch operation) Simsbury	Reduction Gears Farrel-Birmingham Company Inc Snow-Nabstedt Gear Corp The New Haven
Plastics Plated—Gold & Silver Donham Craft Inc Thomaston	Waterbury Farrel Foundry & Machine Co The Waterbury	Refractories Howard Company Mullite Refractories Company The Shelton
Plastics—Moulds & Dies Crown Tool & Die Co Inc Bridgeport Parker-Hartford Corporation (for plastics) Hartford	Pressure Vessels  Norwalk Tank Co Inc The (unfired to ASME Code Par U 69-70)  South Norwalk Whitlock Manufacturing Co The Hartford	Dunham-Bush Inc West Hartford
Plasticrete Bloc Plasticrete Corp Hamden	Printing Allied Printing Services Inc Manchester	Norwalk Valve Company (for gas and air) South Norwalk
Acme Chromium Plating Co Christle Plating Co City Plating Works Patent Button Co The Water Plating Company Waterbury Water Plating Company	Bussmann Press Inc New Haven Case Lockwood & Brainard A Division of Con- necticut Printers Inc Hartford Finlay Brothers Hartford Heminway Corporation The Hidreth Press Bristol	Research & Development Raymond Engineering Laboratories (Electro-Mechanical)  Resistance Wire C O Jeliff Mfg Co The (nickel chromium, cop-
Chromium Process Company The (Chromium Plating only)  Platers' Equipment	Lehman Brothers Inc New Haven Taylor & Greenough Co The T B Simonds Inc Hartford	per nickel, iron chromium, aluminum) Southport Kanthal Corporation The Stamford
Apothecaries Hall Company Comco Inc Div of Enthone Inc Lea Manufacturing Co The MacDermid Incorporated  Waterbury Waterbury	A D Steinbach & Sons The Walker-Rackliff Company  Printing Machinery  New Haven	American Optical Company Safety Products Division Products
Platers Metal Plume & Atwood Mfg Co The Thomaston	Banthin Engineering Co (automatic) Bridgeport Thomas W Hall Company Stamford	Resuscitators Cycle-Flo Company The Milford Retainers
Plating Christie Plating Co The (including lead plating) Groton	ADS Inc Div CSW Plastic Types Inc Lockwood Sons Inc Wm H  Hartford Hartford	Hartford Steel Ball Co The (bicycle & auto- motive)
City Plating Works Inc Bridgeport Superior Plating Co Bridgeport	Printing Rollers Chambers-Storck Company Inc The (engraved) Norwich	Rigid Plastic Sheet Material Gilman Brothers Company The Riveting Machines
Plating on Metals & Plastics Donham Craft Inc Thomaston Plating Processes and Supplies	Printing-Silk Screen Ad-Craft Displays, Inc. Bloomfield	Grant Mfg & Machine Co The Ripley Company Inc H P Townsend Manufacturing Co Elmwood Elmwood
Enthone Inc United Chromium Incorporated  Plumbers' Brass Goods	Production Control Equipment Ripley Company Inc Middletown Wassell Organization Inc Westport	Rivets Clark Brothers Bolt Co Plume & Atwood Mfg Co The Thomastor
Bridgeport Keeney Mfg Co The (special bends) Newington Scovill Manufacturing Company Waterbury 48	Profilers Pratt & Whitney Co Inc West Hartford	Raybestos Div of Raybestos-Manhattan Inc The (brass and aluminum tubular and solid cop- per) Bridgeport Raybestos Div of Raybestos-Manhattan Inc The (iron) Bridgeport
Plumbing Specialties Risdon Manufacturing Co John M Russell Div Naugatuck	Kalart Co Inc The (16mm Sound and Silent Projectors) Plainville	American Brass Company The (copper, brass bronze) Waterbury
Pole Line Hardware Malleable Iron Fittings Co  Police Equipment	Propellers—Aircraft Hamilton Standard Div United Aircraft Corp (propellers and other aircraft equipment) Windsor Locks	Bridgeport Brass Company Bridgeport Bristol Brass Corp The (brass and bronze) Scovill Manufacturing Company (aluminum
The Smith-Worthington Saddlery Co Hartford  Polishing Mirror Polishing & Buffing Co Waterbury	Protective Coatings  Bischoff Chemical Corporation (Peelable Plastic Coatings)  Ivoryton	brass, bronze, etc.) Waterbury  Rollers—Bituminous Paving Gabb Special Products Div E Horton & Sor
Polishing & Buffing General Polishing & Buffing Bridgeport	Harrison Company The A S (Waxes) South Norwalk Publishers	Company Windsor Locks Roller Skate Wheels
Poly Chokes Poly Choke Company The (a shotgun choking device) Tarriffville	O'Toole & Sons Inc The Stamford  Pumps Sumo Pumps Inc (Deep-well electro-submer-	Raybestos Division of Raybestos-Manhattan In Bridgepor Roller Skates Arms and Ammunition Div Olin Mathieson
Pitney Bowes Inc Stamford	Stamford Yale & Towne Mfg Co The Stamford	Chemical Corp New Haven Rolling Mills & Equipment
Potentiometers—Electronic Bristol Company The Waterbury	Pumps—Small Industrial Eastern Industries Inc New Haven	Farrel-Birmingham Company Inc Fenn Mfg Co The Precision Methods & Machines Inc
Precision Electronic Chassis Saybrook Manufacturing Inc Old Saybrook	Hoggson & Pettis Mfg Co The (ticket & cloth) 141 Brewery St New Haven	Waterbury Waterbury & Machine Co Th Waterbury Rolls
Precision Machine Tool Spindles Whitnon Manufacturing Co (for milling, grinding, boring & drilling) Farmington	Putty Softeners—Electrical Fletcher Terry Co The Box 415 Forestville  Pyrometers	Farrel-Birmingham Company Inc (Chilled and Alloy Iron, Steel) Ansonia
Precision Manufacturing Newton Co The (aircraft parts) Manchester	Bristol Co The (recording and controlling) Waterbury	Atrax Company The (carbide) Newington  Routers
Precision Revolving Machinery Whitnon Manufacturing Co Farmington	Radiation—Finned Copper Bush Manufacturing Co West Hartford G & O Manufacturing Company The New Haven	Atrax Company The (solid carbide) Newington  Rubber—Cellular
Precision Springs & Wire Forms Rowley Spring Co Inc The Bristol	Vulcan Radiator Co The (steel and copper) Hartford Radiators—Engine Cooling	B F Goodrich Sponge Products Division Shelton  Rubber Chemicals  Naugatuck Chemical Division United State
Pre-Cut Cottages Federal Homes Corporation Canaan Pre-Engineered Homes	G & O Manufacturing Co New Haven  Radiographic Inspection	Rubber Co Stamford Rubber Supply Co The Vulcanized Vegetable Oils)  Naugatuc ("Factice Stamfor
Federal Homes Corporation Canaan  Premium Specialties	State Testing Laboratory Bridgeport  Ratchet Offset Screw Driver Chapman Co J W Durham	Rubber Cutting Machinery Black Rock Mfg Company The Bridgepor
Waterbury Companies Inc Waterbury	Rayon Staple Fiber Hartford Rayon Corp The Rocky Hill	Duro-Gloss Rubber Co The New Have
Preservatives—Wood, Rope, Fabric Darworth Incorporated ("Cuprinol") ("Cellu-san") Simsbury	Reamers Atrax Company The (solid carbide) Newington	Goodyear Rubber Co The Middletow  Rubber Gloves
Pressboard Case & Risley Press Paper Co (genuine) Oneco	Pratt & Whitney Co Inc (All types) West Hartford Record Equipment	Seamless Rubber Company The New Have  Rubber—Handmade Specialties
Press Papers Case Brothers Inc Manchester	Wassell Organization Inc (filing equipment) Westport Recorders	Rubber Latex Compounds and Dispersions
Presses Farrel-Birmingham Company Inc (Hydraulic)	Bristol Co The (automatic controllers, tempera- ture, pressure, flow, humidity) Waterbury	Naugatuck Chemical Division United State Rubber Co (coating, impregnating and adh sive compounds) Naugatuc

I S M A D	E IN CON	NECTICOI
Rubber-Latex Foam  B F Goodrich Sponge Products Division Shelton	Screw Machine Products (Cont.) Humason Mfg Co The Forestville	Signs Arnco Sign Co (plastic, neon, porcelain &
Rubber Mill Machinery	Independent Screw Machine Products (up to an incl 134" capacity) Hartford	stainless steel) Meriden Berger Sign Co (neon electric-porcelain enamel-
Farrel-Birmingham Company Inc Ansonia  Rubber-Molded Specialties	Junior Screw Machine Products Inc West Haven	stainless steel) Hartford Ad-Craft Displays, Inc. (all types, quantity
Airex Rubber Prod Corp Portland	Lowe Mfg Co The Wethersfield	only) Bloomfield
Canfield Co The H O Bridgeport Seamless Rubber Company The New Haven	Main Screw Machine Products (davenport & automatics exclusively) Waterbury	Silk Screen Process Printing Ad-Craft Displays, Inc. Bloomfield
Rubber Products	National Automatic Products Company The Berlin	Norton Co R H New Haven
irex Rubber Prod Corp Portland	Nelson's Screw Machine Products Plantsville New Britain Machine Company The	Silk Screen Printing
Rubber Printing Plates  ADS Inc Div CSW Plastic Types Inc Hartford	New Britain	Sirocco Screen prints New Haven
ockwood Sons Inc Wm H Hartford	New Haven Screw Machine Prods Inc (up to 1½" capacity) Milford	Ad-Craft Displays, Inc.  Bloomfield
Rubber Products—Mechanical American Felt Co Glenville	Newton Screw Machine Products Co	Merriam Mfg Co (Displays and Specialties, to order)  Durham
uburn Manufacturing Company The (washers,	Olson Brothers Company (up to 34" capacity)	Silver & Gold Plating Donham Craft Inc (on metals & plastics)
gaskets, molded parts) Middletown anfield Co The H O Bridgeport	Olson & Sons R P Southington	Thomaston
eamless Rubber Company The New Haven singris Die Cutting Corp (die cutting,	Plume & Atwood Mfg Co The Scovill Manufacturing Company Waterbury 91	Simulators Reflectone Corporation The Stamford
gaskets) Waterbury	United Screw Machine Co Thomaston	Sintered Metal Products
Rubber-Reclaimed  Jaugatuck Chemical Division United States	Waterbury Machine Tools & Products Co (Brown & Sharpe and Davenport) Waterbury	Raybestos Division of Raybestos-Manhattan Inc Bridgeport
Rubber Co Naugatuck	Screw Machine Tools	Sizing and Finishing Compounds American Cyanamid Company Waterbury
Rubbers  Taugatuck Chemical Div U S Rubber Co	American Cam Company Inc (Circular Form Tools) Hartford	Slide Fasteners
(special synthetic) Naugatuck	Pratt & Whitney Co Inc (Reamers, Taps, Dies, Blades and Knurls) West Hartford	G E Prentice Mfg Co The North & Judd Manufacturing Co New Britain
ohn P Smith Co The 423-33 Chapel St	Somma Tool Co (precision circular form tools)	Scovill Manufacturing Company (GRIPPER
ohn P Smith Co The 423-33 Chapel St New Haven	Screws	zippers) Waterbury
Rust Preventives anderson Oil Co Inc F E Portland	American Screw Company Willimantic	Bigelow Company The (steel) Norwalk Tank Co The  New Haven South Norwalk
inthone Inc New Haven	Bristol Company The (socket set and socket cap	Snap Fasteners
Conthone Inc Rust Removers New Haven	Screws) Waterbury Clark Brothers Bolt Co Milldale	Scovill Manufacturing Company (GRIPPER snap fasteners) Waterbury
Saddlery	Holo-Krome Screw Corporation The (socket set and socket cap) West Hartford	Soap
he Smith-Worthington Saddlery Co Hartford	Scovill Manufacturing Company Waterbury 91	J B Williams Co The (industrial soaps, toilet soaps, shaving soaps) Glastonbury
Safety Clothing American Optical Company Safety Products	Superior Manufacturing Co The Winsted	Special Machinery Banthin Engineering Company (complete and/or
Division Putnam	Screws—Socket Allen Manufacturing Company The Hartford	parts) Bridgepor
Safety Fuses Assign-Bickford Co The (mining & detonating)	Bristol Co The Waterbury	Boesch Mfg Co Inc  Black Rock Mfg Company The  Danbury  Bridgeport
Simsbury	Holo-Krome Screw Corp The West Hartford	Farrel-Birmingham Company Inc Ansonia Federal Machine & Tool Co Bristo
merican Optical Company Safety Products	Sealing Tape Machines Better Packages Inc Shelton	Fenn Mfg Co The Newington
Division Putnam		H P Townsend Mfg Company The Elmwood
Safety Goggles merican Optical Company Safety Products	Service Entrance Equipment Circuit Protective Devices Dept., General Elec-	National Sheradizing & Machine Co (mandrels & stock shells for rubber industry) Hartford
Division Putnam Safety Switches	tric Co. Plainville Sewing Machines	Standish Associates Inc Fairfield
ircuit Protective Devices Dept., General Elec-	Greist Mfg Co The (Sewing Machine attach-	Swan Tool & Machine Co The Hartford Tucker Machine Co North Haver
Saws, Band, Metal Cutting	Singer Manufacturing Company The (industrial)	Fenn Mfg Co The Newington
Capewell Manufacturing Co The Hartford	Shaving Soaps  Bridgeport	Greist Mfg Co The (small machines, especially
Saw Blades-Hack	J B Williams Co The Glastonbury	precision stampings) New Haver J H Sessions & Son Bristo
apewell Mfg Co The hompson & Son Co The Henry G	Shears Acme Shear Co The (household) Bridgeport	Spinnings
New Haven	Sheet Metal Products	Gray Manufacturing Company The Hartford
Saw Blades—Hack & Band apewell Manufacturing Company Hartford	American Brass Co The (brass and copper)	Spline Milling Machines Townsend Mfg Co The H P Elmwood
Saw-Hole	Merriam Mfg Co (security boxes, fitted tool	Sponge Rubber
'hompson & Son Co The Henry G New Haven	boxes, tackle boxes, displays) Durham Charles Parker Co (sheet metal fabricators)	B F Goodrich Sponge Products Division Shelton
Saws, Band, Metal Cutting	Meriden	Spotwelding Spotwelders Inc (aluminum, steel, magnesium
Atlantic Saw Mfg Co Thompson & Son Co The Henry G	Parsons Co Inc W A (fabricators) Durham Plume & Atwood Mfg Co The Thomaston	titanium & alloys) Strattore
Saws-Hole New Haven	United Manufacturing Co Division of The W L Maxson Corp Hamden	Spray Painting Equipment and Supplies Lea Manufacturing Co The Waterbury
apewell Manufacturing Co The Hartford	Sheet Metal Stampings	Spring Coiling Machines
Scissors acme Shear Company The Bridgeport	American Brass Company The Waterbury	Torrington Manufacturing Co The Torrington
Screen Process Printing	DooVal Tool & Mfg Inc The Naugatuck	Spring Presses
tifel & Kufta (complete) New Britain Screens	J H Sessions & Son Bristol Patent Button Co The Waterbury	Townsend Mig Co The H P Elmwood
lartford Wire Works Co The (Windows, Doors	Patent Button Co The Plume & Atwood Mfg Co The Scovill Manufacturing Company (aluminum.	Owen Silent Spring Division American Chair
and Porches) Hartford Screw Caps	brass, bronze, copper, nickel silver, steel and	& Cable Company Inc Bridgepor
Veimann Bros Mfg Co The (small for bottles)	other metals and alloys) Waterbury	Spring Washers
Screw Machines	Sheet Steel Dolan Steel Company Inc Bridgeport	Barnes Co The Wallace Div Associated Spring Corp Bristo
P Townsend Mfg Company The Elmwood	Shell Cores	Central Spring Co (Torsion and Double
Screw Machine Products Accurate Screw Products Inc (B & S Swiss &	Victors Brass Foundry Inc Guilford	Torsion) Springs-Coil & Flat
Davenports) Southington pex Tool Co Inc The Bridgeport	Shell Molding	Barnes Co The Wallace Div Associated Spring
Auto Electric Screw Machine Co Inc Bridgeport	Victors Brass Foundry Inc Guilford	Barrett Co William L Bristo
onsolidated Industries West Cheshire	Shells Scoville Manufacturing Company (aluminum,	Bristol Spring Manufacturing Co Plainville Foursome Manufacturing Co Bristo
Dependable Automatic Screw Co Waterbury Castern Machine Screw Corp The	brass, bronze, copper, nickel silver—drawn, stamped—electric socket, screw) Waterbury	Humason Mfg Co The Newcomb Spring Corp The  Forestville Southington
Truman & Barclay Sts New Haven airchild Screw Products Inc Winsted	Wolcott Tool and Manufacturing Company Inc	New England Spring Manufacturing Company
ranklin Screw Machine Co The (up to 11/2"	Shipment Sealers Waterbury	Peck Spring Co The Unionvill
capacity)  Hartford  Garthwait Mfg Co A E (up to and incl ½")	Better Packages Inc Shelton	<ul> <li>Springs—Flat</li> </ul>
Greist Mfg Co The (up to 1½" capacity)	Showcase Lighting Equipment	Barnes Co The Wallace Div Associated Spring Corp Bristo
and the to 1/2 capacity)	Wiremold Company The Hartford	Bristol Spring Manufacturing Co Plainville
New Haven	Clamata	
Horberg Grinding Industries Inc (heat treated and ground type only)  19 Staples Street  New Haven (heat treated Bridgeport Bridgeport)	H C Cook Co The (for card files) 32 Beaver St Ansonia	Foursome Manufacturing Co Humason Mfg Co The Peck Spring Co Plainville

Br

G See W

A

11

Springs-Wire Barnes Co The Wallace Div Associated Spring	Surface Metal Raceway & Fittings Wiremold Company The Hartford	A W Haydon Co The Waterbury
Corp Bristol Spring Manufacturing Co Colonial Spring Corporation The Hartford	Surgical Dressings Acme Cotton Products Co Inc. East Killingly	H C Thompson Clock Co The Cramer Controls Corporation The Rhodes Inc M H  Bristol Centerbrook Hartford
Connecticut Spring Corporation The (compression, extension, torsion)  Hartford Foursome Manufacturing Co  Bristol	Seamless Rubber Company The New Haven  Surgical Rubber Goods Seamless Rubber Company The New Haven	Timing Devices  B & N Tool & Engineering Co (development and
Humason Mfg Co The Forestville D R Templeman Co (coil and torsion) Plainville	Swaging Machinery	model work) Cramer Controls Corporation The A W Haydon Co The Waterbury
J W Bernston Company (coil and torsion) Plainville Newcomb Spring Corp The Southington	Switchboards	Lux Clock Manufacturing Company Waterbury Rhodes Inc M H Hartford
Peck Spring Co Plainville Springs, Wire & Flat	Distribution Assemblies Department, General Plainville	Seth Thomas Clocks United States Time Corporation The Waterbury
Peck Spring Co Plainville  Sprinklers Scovill Manufacturing Company (GREEN	Switchboards Wire and Cables Rockbestos Products Corp (asbestos insulated) New Haven	Timing Devices & Time Switches A W Haydon Co The Waterbury
Scovill Manufacturing Company (GREEN SPOT)  Stamped Metal Products	Switches—Electric General Electric Company Bridgeport	Lux Clock Manufacturing Company M H Rhodes Inc Hartford
American Brass Company The Waterbury Stampings	Synthetic Fabrics American Felt Co Glenville	Thinsheet Metals Co The (non-ferrous metals in rolls)  Waterbury
Donahue Mfg Co Inc Watertown DooVal Tool & Mfg Inc The Naugatuck Foursome Manufacturing Co Bristol	Tabulating Equipment—Manual Denominator Company Inc Woodbury	Wilcox-Crittenden Div North & Judd Mfg Co Middletown
Joma Tool Co Plume & Atwood Mfg Co The (small)	Veeder-Root Incorporated Hartford  Tanks	Armstrong Rubber Company The West Haven
Saybrook Manufacturing Inc Old Saybrook Scovill Manufacturing Company aluminum,	Bigelow Company The (steel) New Haven Comco Inc Div of Enthone Inc (steel, alloy and lined) New Haven	Scovill Manufacturing Company (bus, street car and subway fare) Waterbury
brass, bronze, copper, nickel silver, steel and other metals and alloys—automotive, electrical, radio, etc.—deep drawn, enameled)	Connecticut Welders Inc (steel, alloy & lined) Wallingford	Tool Bits Thompson & Son Co The Henry G
Stanley Pressed Metal Waterbury New Britain	Norwalk Tank Co The South Norwalk Rolock Inc (Alloy) Fairfield Storts Welding Company (steel and alloy)	Vanderman Manufacturing Co The Willimantic
Stampings—Small  Acme Shear Co The Barnes Co The Wallace Div Associated Spring	Tap Extractors	Tool Hardening Commercial Metal Treating Co  Bridgeport
Corp Bristol Barrett Co William L Bristol	Walton Company The West Hartford	Tools  B & N Tool & Engineering Co (dies, jigs, fix-
Bristol Spring Manufacturing Co Greist Manufacturing Co The Humason Mfg Co The Forestville	Russell Mfg Co The (woven cotton and glass insulating) Middletown	tures, sub-press and progressive) Oakville Hoggson & Pettis Mfg Co The (rubber workers)
Stamps Hoggson & Pettis Mfg Co The (steel)	Tapes—Industrial Pressure Sensitive Seamless Rubber Company The New Haven	141 Brewery St New Haven Tools & Dies
Parker-Hartford Corporation (steel) Hartford  Stationery Specialties	Conn Telephone & Electric Corp Meriden	Lambro Tool-Die & Mfg Co Bridgeport Metropolitan Tool & Die Hartford Moore Special Tool Co Bridgeport
American Brass Company The Waterbury Steel—Alloy and Stainless Bars	Hanson-Whitney Company The Pratt & Whitney Co Inc West Hartford	Swan Tool & Machine Co The Hartford Tools, Dies & Fixtures
Northeastern Steel Corporation Bridgeport Steel Castings Hartford Electric Steel Corp The (Carbon, low	Brownell & Co Inc Moodus	Greist Mfg Co The New Haven Tools, Dies, Jigs & Fixtures
alloy and stainless steel and Ductile iron) Hartford	Telemetering Instruments Bristol Co The Waterbury	Joma Tool Co Lyons Tool & Die (modelwork, jig boring)
Malleable Iron Fittings Co Branford Nutmeg Crucible Steel Co Branford Steel—Cold Finished Bars	Junior Screw Machine Products Inc	Otterbein Co J A  Telke Tool & Die Mfg Co  Meriden Middletown New Britain
Northeastern Steel Corporation Bridgeport Steel-Cold Rolled Spring	West Haven Testers-Insulation	Tools, Fixtures, Gauges Fredericks Tool Co J F West Hartford
Barnes Co The Willace Div Associated Spring Corp Detroit Steel Corporation Hamden	McNeal J D New Haven Testers—Insulation Wire & Cable	Toroidal Winding Machines Boesch Mfg Co Inc Danbury
Steel—Cold Rolled Stainless Ulbrich Stainless Steels Wallingford	Davis Electric Company Wallingford Testers—Nondestructive, Ultrasonic	Totalizers Reflectone Corporation The Stamford
Wallingford Steel Company Wallingford  Steel—Cold Rolled Strip  Detroit Steel Corporation Hamden	Sperry Products Inc Danbury  Textile Printing Gums	Geo S Scott Mfg Co The Wallingford
Stanley Works The New Britain Steel—Cold Rolled Strip and Sheets	Polymer Industries Inc Springdale  Textile Processors	Gilbert Co The A C Gong Bell Co The N N Hill Brass Co The East Hampton East Hampton
Detroit Steel Corporation Wallingford Steel Company  Steel Goods  New Haven Wallingford	American Dyeing Corporation (rayon, acetate, nylon, dacron, other synthetics) Rockville	Waterbury Companies Inc Waterbury Transformers
Merriam Mfg Co (sheets products to order)  Steel-Ground Flat Stock	Bristol Co The (recording and automatic con-	Berkshire Transformer Corp The New Milford
Thompson & Son Co The Henry G New Haven Steel-Hot Roll Bars	Manning Maxwell & Moore Inc Stratford	Trucks—Commercial Metropolitan Body Company (International Harvester truck chassis and "Metro" bodies)
Northeastern Steel Corporation Bridgeport	Thin Gauge Metals Plume & Atwood Mfg Co The Thinsheet Metals Co The (plain or tinned in	Bridgeport Trucks—Industial
Waterbury Lock & Specialty Co The Milford Steel Strapping	rolls) Waterbury	George P Clark Co Windsor Locks Truck-Lift
Stanley Works The New Britain	American Thread Co The Willimantic Belding Heminway Corticelli Putnam Max Pollack & Co Inc Groton and Willimantic	Excelsior Hardware Co The Stamford George P Clark Co Windsor Locks
ADS Inc Div CSW Plastic Types Inc Hartford New Haven Electrotype Div Electrographic Corp New Haven	Wm Johl Manufacturing Co Mystic  Thread Chasers	Trucks—Skid Platforms Excelsior Hardware Co The (lift) Stamford
H C Thompson Clock Co The Bristol	Geometric Tool Division, Greenfield Tap & Die Corp New Haven	Tube Bending Donahue Mfg Co Inc Watertown
R A E Storage Battery Mfg Co Glastonbury	Hanson-Whitney Company The Hartford Pratt & Whitney Co Inc West Hartford	Tube Clips
Straps, Leather Auburn Manufacturing Company The (textile, industrial, skate, carriage) Middletown	Thread Milling Machines Hanson-Whitney Company The Hartford Pratt & Whitney Co Inc West Hartford	H C Cook Co The (for collapsible tubes) 32 Beaver St Ansonia Weimann Bros Mfg Co The (for collapsible tubes) Derby
Strip Steel Dolan Steel Company Inc Bridgeport	Thread Rolling Bland Burner Co The Thread Products Div	Tube Fittings Scovill Manufacturing Company (UNIFLARE flared tube and LOXIT compression tube)
Structural Mouldings Leed Co The H A Hamden	Hartford Thread Rolling Machinery	Waterbury Tubers
Studio Couches Waterbury Mattress Co Waterbury	Hartford Special Machinery Co The Hartford Threading Machines	Standard Machinery Co The (tubers for both rubber and plastic industries) Mystic
Super Refractories  Mullite Refractories Company The Shelton	Grant Mfg & Machine Co The (double end automatic)  Bridgeport	Tubes—Collapsible Metal Sheffield Tube Corp The New London
		(Advt.)

American Brass Co The (brass and copper)
Waterbury Wire Arches & Trellises
Hartford Wire Works Co The
John P Smith Co The
423-33 Chapel St American Felt Co (felt)

Auburn Manufacturing Company

The (all maMiddletown Washers Glenville Hartford Bridgeport Brass Company (brass and New Haven terials)

Alark Brothers Bolt Co

Humphrey Fabricating Corp

Plume & Atwood Mfg Co The (brass & B) Bride Milldale Unionville G & O Manufacturing Co (finned)
Scovill Manufacturing Company
Copper)
Scovill Company
Copper)
Scovil Company
Copper) Wire Baskets
Wiretex Mfg Inc (Industrial, for acid, heat, treating and degreasing) Bridgeport copper) Copper) Waterbury 91
Wallingford Steel Co The (stainless and super metals) Wallingford J H Rosenbeck Inc Torrington Saling Manufacturing Company (made to order) Unionville Wire Cloth Tubing—Flexible Metallic American Brass Co Metal Hose Hartford Wire Works Co The C O Jeliff Mfg Co The (all metal, all Tsingris Die Cutting Corp. (all materials)
Waterbury meshes) Southport Pequot Wire Cloth Co Inc Rolock Inc (Alloy) Smith Co The John P Waterbury Washers—Felt
American Felt Co
Chas W House & Sons Inc (Mills & Cutting Plant)
Unionville Norwalk Fairfield Tubing—Heat Exchanger
American Brass Company The Waterbury
Scovill Manufacturing Company Waterbury 91 New Haven Wire Dipping Baskets Hartford Wire Works Co The John P Smith Co The 423-33 Chapel St E Ingraham Co The Bristol United States Time Corporation The Waterbury Watches Hartford Tumbling Barrels and Accessories Wheeler Company The G E New New Haven Water Delonizers Tumbling Equipment & Supplies
Esbec Barrel Finishing Corp Wire Drawing Dies Waterbury Wire Die Co The Byram Meriden Waterbury Tumbling Service Esbec Barrel Finishing Corp Water Heaters Whitlock Manufacturing Co The (instantaneous & Storage) Wire Forming Machinery The Torrington Torrington Manufacturing Company Hartford Turntables Wire Formings
G E Prentice Mfg Co The
Master Engineering Company
North & Judd Manufacturing Co
Peck Spring Co
Turner & Seymour Manufacturing
Co
To The
Torrington
Plainville
Co
The
Torrington Macton Machinery Company Inc (industrial & Water Heaters-Electric Bauer & Company Inc Hartford Water Heaters—Gas or Kerosene Holyoke Heater Corp of Conn Inc Hartford Typewriters Royal Typewriter Co Inc Underwood Corporation Hartford Harrison Company tective coatings) Waxes
The A S (and other proSouth Norwalk Typewriters—Portable Royal Typewriter Company Inc Underwood Corporation Verplex Company The Waxes-Floor Fuller Brush Co The Wire Forms
Barnes Co The Wallace Div Associated Spring
Bristol Hartford Typewriter Ribbons and Supplies
Royal Typewriter Company Inc Hartford
Underwood Corporation
Hartford and Bridgeport Hartford Russell Mfg Co The (crash barrier for airplanes) Middletown Corp Bristol Spring Manufacturing Co Central Spring Co (short run orders) Plainville Terryville
Hartford
Hartford
Bristol
Southington Colonial Spring Corporation The Connecticut Spring Corporation The Foursome Manufacturing Co Gemeo Manufacturing Co Inc Humason Mfg Co The New England Spring Mfg Co Peck Spring Co Templeman Co D R
Terryville Manufacturing Co Wedges
Saling Manufacturing Company (hammer Ultrasonic Processing Equipment al Ultrasonics Co The H Hartford Underclearer Rolls
Sonoco Products Co (Climax-Lowell Div)
Mystic Aircraft Welding & Mfg Co Inc (aluminum, stainless steel, magnesium) Hartford Connecticut Welders Inc (fabrication & repairs) Forestville Unionville Plainville Plainville Vacuum Bottles and Containers
American Thermos Products Co Norwich Farrel-Birmingham Company Inc Mallingford E Wheeler Company (Fabrication of Steel & Non-Ferrous Metals) New Haven Industrial Welding Company (Equipment Manufacturers—Steel Fabricators) Hartford Terryville Manuacawa Wire Goods

American Buckle Co The (overall trimmings)

West Haven
Waterbury
Waterbury Terryville Vacuum Cleaners Electrolux Corporation Spencer Turbine Co The Old Greenwich Valves—Automobile Tire
Bridgeport Patent Button Co The Scovill Manufacturing Company (To Order) Welding—Lead
Connecticut Welders Inc (tanks & coils)
Wallingford
Storts Welding Company (tanks and fabrication)
Werden Bridgeport Brass Company Waterbury 91 Valves
Norwalk Valve Company (sensitive check valves)
South Norwalk Wire Partitions
Hartford Wire Works Co The
John P Smith Co The
423-33 Chapel St Hartford Welding Rods
American Brass Company The
Bridgeport Brass Company
Bristol Brass Co The (brass & bronze) Waterhury New Haven Valves-Aircraft Bridgeport Thermostat Div Robertshaw—Fulton Controls Co Milford Wire Products
Humason Mfg Co The Forestville
Peck Spring Co
Plume & Atwood Mfg Co The (to order)
Thomaston Valves—Radiator Air Bridgeport Brass Company Church Co The Stephen B Seymour Bridgeport Wheels-Industrial George P Clark Co Windsor Locks Valves-Relief & Control A H Nilson Mach Co The Beaton & Caldwell Mfg Co Wicks New Britain American Felt Co Auburn Manufacturing Company The Glenville Bridgeport Auburn Manufacturing Company bestos) Holyoke Heater Corp of Conn Inc Wire Rings
American Buckle Co The (
tinners' trimmings)
Humason Mfg Co The
Peck Spring Co
Templeman Co D R Valves-Safety & Relief Manning Maxwell & Moore Inc Stratford handles and West Haven Vanity Boxes
Bridgeport Metal Goods Mfg Co
Plume & Atwood Manufacturing Co Wiffle Ball Wiffle Ball Inc The Forestville Bridgeport New Haven Window & Door Guards
Hartford Wire Works Co The
Smith Co The John P Plainville Plainville Thomaston Waterbury Hartford Scovill Manufacturing Company Wire-Specialties
Andrew B Hendryx Co The New Haven Window Shades
New England Shade & Blind Co Inc Durham New Haven Varnishes Staminite Corp The New Haven Wiring Devices Harvey Hubbell Inc Velvets
American Velvet Co (owned and operated by A Wimpfheimer & Bros Inc)
Leiss Velvet Mfg Co Inc The Willimantic Wiping Cloths Bridgeport Federal Textile Corporation Wire The New Haven American Brass Company The Waterbury
Atlantic Wire Co The (steel)
Bartlett Hair Spring Wire Co The (hair spring)
North Haven Wood Scrapers Forestville Fletcher-Terry Co The Venetian Blinds Findell Manufacturing Company
Jennings Company The S Barry
New England Shade & Blind Co Inc Bartlett Hair Spring ... Aorea Springeport
Bridgeport Brass Company (brass and silicon Bridgeport Brass Englesport Bristol Bristol Woodwork
C H Dresser & Sons Inc (Mfg all kinds of Manchester New Haven c Durham Hartford Hartford woodwork) Hartford Builders Finish Co Bridgeport
Bristol Brass Corp The (brass & bronze) Bristol
Driscoll Wire Co The (steel) Shelton
Hudson Wire Co Winsted Div (insulated &
enameled magnet) Winsted
Platt Bros & Co The (zinc wire)
P O Box 1030
Plume & Atwood Mfg Co The (brass, bronze,
nickel silver) Thomaston Ventilating Systems Woven Felts-Wool
W House & Sons Inc (Mills & Cutting
Unionville Colonial Blower Company Plainville Chas W Plant) Vertical Shapers
Pratt & Whitney Co Inc West Hartford Vibrators—Pneumatic Branford Co The (industrial) **Varns** Aldon Spinning Mills Corporation The (fine-woolen and specialty) Talcottville Ensign-Bickford Co The (jute-carpet) Simsbury Hartford Spinning Incorporated (Wollen, knit-ting and weaving yarns) Unionville nickel silver) Thomas evill Manufacturing Company (Brass, Broand Nickel Silver) Waterbury Vinyl Extrusion & Moulding Compounds
Electronic Rubber Co Stamford

and Nickel Silver)

Wire and Cable

Continental Wire Corp (for industrial and military applications)

General Electric Company (for residential, commercial and industrial applications)

Bridgeport

(all ashestos,

Rockbestos Products Corporation (all asbestos, mining, shipboard and applications) New Haven

Charles Parker Co The Fenn Manufacturing Company The (Quick-Action Vises) The (Combination Bench Pipe) The (Combination Bench Pipe)

Wall Paper

Stamford

Stamford Wall Paper Co Inc

688 Third Ave West Haven (Advt.)

Platt Bros & Co The (ribbon, strip and wire)
P O Box 1030 Waterbury

Zinc Castings Newton-New Haven Co Inc

## COLONIAL

Industrial Ventilating and Dust Collecting Equipment



BELT DRIVE PROPELLER FAN

DRIVE PROPELLER FAN





MATERIAL HANDLING FAN

We specialize in the design, manufacture and installation of complete dust collecting, ventilating, fume removal and conveying systems for industry.

Our engineering staff is at your service.

Write or Phone

# THE COLONIAL BLOWER CO.

54 Lewis St. Plainville, Conn. Phone Sherwood 7-2753



#### **Accounting Hints**

(Continued from page 37)

Product	Α	В	Total
Sales			
Revenue	\$100,000	\$50,000	\$150,000
Direct Costs	60,000	40,000	100,000
Contribution	640,000	£10.000	¢50,000
Income Joint-facility costs allocat		\$10,000	\$50,000
to products	30,000	15,000	45,000
Profit	\$10,000		
Loss		(\$5,000	)
Total Profit			\$5,000

Examination of these figures make it appear that product B is causing a loss of \$5,000 and the managers may decide to drop product B. The joint-facility costs must be now covered only by product A. When product B is dropped from the sales line, the profit picture now takes on the following appearance:

Product	A	Total
Sales Revenue	\$100,000	\$100,000
Direct Costs	60,000	60,000
Contribution Income Joint-facility costs	\$40,000	\$40,000
allocated to products	45,000	45,000
Loss	(\$5,000)	(\$5,000)

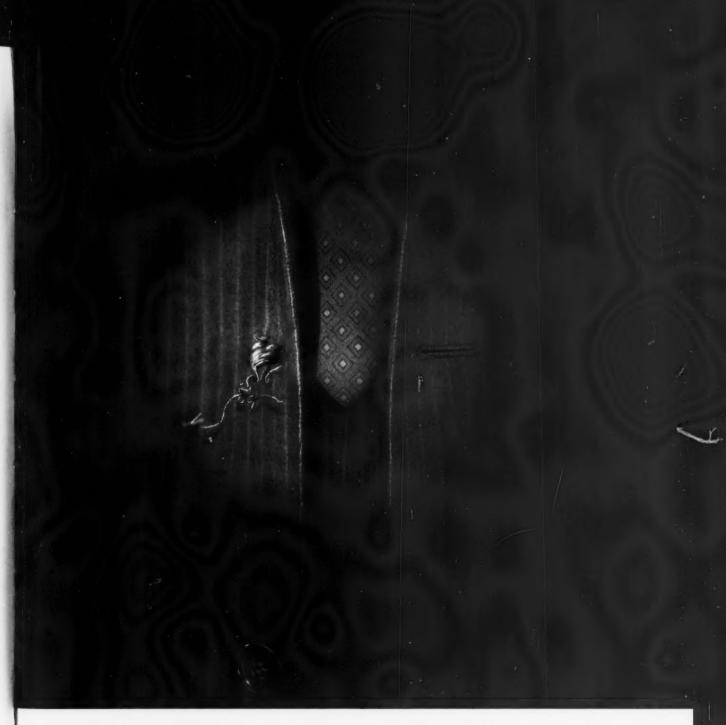
The phantom loss of \$5,000 on product B has been eliminated and the former profit of \$5,000 to the firm has been converted to a loss of \$5,000. This is a reduction in net profit of \$10,000-from a profit of \$5,000 to a loss of \$5,000. Note now that product B earned a contribution income of \$10,000—the difference between sales revenue of \$50,000 and direct costs of product B of \$40,000. This is exactly the same amount as the reduction in profit when product B was dropped. When product B was dropped, the firm lost the \$10,000 of contribution income which was not made up by increased activity of product A and cut the contribution income of the firm by \$10,000, hence, the net profit was reduced by exactly the same amount.

Product losses may be *phantom* losses caused by the over assignment of joint-facility costs by some inequitable formula. Before products are dropped from a sales line because of a *phantom* loss, an examination should be made to measure the contribution income earned by the product. It may be unwise to drop such a product, particularly, when there is no other immediate use for the facilities required to make a product assigned a *phantom* loss.

#### **Advertising Index**

Allen, Russell & Allen

Allen, Russell & Allen	17
American Felt Company	20
American Thread Company	
Inside Back Co	ver
Anderson-Nichols & Co.	15
Ballard Oil Company Outside Back Co	ver
Banner Lodge	40
Barney's of Hartford	24
Bigelow Company, The	41
Carlson, Inc., Ernest F.	14
Chase Brass & Copper Co.	22
Champlin Box Co.	18
•	27
Church Co., The Stephen B.	56
Colonial Blower Company	
Connecticut Kellering, Inc.	16
Connecticut Medical Service	21
Connecticut Utility Companies	42
Connecticut Printers, Inc.	3
Corrugated Containers, Inc.	29
CSW Plastic Types, Inc.	24
Detroit Steel Corporation	38
DeWyk & Co., Inc., L. Heres	22
Dolan Steel Company	36
Dowd, Wyllie & Olson, Inc.	43
Eastern Elevator Co., Inc.	20
Frasse & Co., Inc., Peter A.	25
Gross & Associates, Inc., Julian	17
H-B Machinery & Supply Co.	22
Hall Co., Inc., Thomas W.	37
Hartford Special Machinery Co.	28
	34
Howard Company	
Jones Co., T. A. D.	4
MacDermid Sales & Equipment Corp.	19
Manufacturers Association of Conn.	
Inc.	16
Merchants Chemical Co., Inc.	32
Mills, Inc., H. J.	28
Morris Co., The Robert E.	17
Morrissey & Cheney	37
New Haven Electrotype Div., Electro-	
graphic Corp.	40
Newton Company	37
Nutmeg Crucible Steel Co.	28
Packard New England Distributors	
Inc.	39
Plocar Co., John J.	33
Pratt, Wilbur S.	34
Rockbestos Products Corp.	26
Seymour Smith & Son, Inc.	29
Shuttleworth, Inc.	31
Souther Engineering Co., The Henry	17
Southern New England Telephone Co	
Inside Front C	over
Sprague Electrical Supplies, Inc.	17
Swan Tool & Machine Co.	34
Thompson & Son Co., The Henry G.	39
Torrington Mfg. Co.	18
Travelers Insurance Co.	30
Tsingris Die Cutting Corp.	35
Waterbury Pressed Metal Co.	23
Wiremold Company	18
Wittstein, Jack	17
Wyatt, Inc.	2
Young and Associates, R. H.	23
avang and Associates, R. II.	23



# Button, Button-Who's Got The Button?

There's not much humor in the old expression to any man who's ever had a button pop off his coat or jacket and bounce blithely off to parts unknown. There are few things more exasperating than a button on the loose with a mind of its own. Many a man has been forced to view the underside of his bed or dresser for the first time by a button — and a dim view it is!

Perhaps that's one of the big reasons AUNT LYDIA's Carpet and Button Thread has been a favorite with women for more than half a century. They know that one sure way of putting a coat button in its place and keeping it there is

to sew it with AUNT LYDIA's. And they know too how dependable AUNT LYDIA's is for sewing medium or heavy fabrics generally — from drapery materials to canvas.

AUNT LYDIA's Carpet and Button Thread is spun, dyed and packaged at the Willimantic Plant of The American Thread Company at Willimantic, Connecticut.





Ballard Oil facilities at the New London Terminal are as complete as our sincere desire to serve you.

Every detail contributing to SERVICE—from tanker to storage facilities, to a

speedy fleet of all-weather delivery tank trucks—ends wonder and worry for users of economical BALCO Bunker "C."

Additional facilities at Wethersfield guarantees super-service wherever you are!

The BALLARD OIL CO.



